



FREE SHOT LIST · NO EMAIL REQUIRED

Twelve photos every business should own.

The exact frames that fill a website, a Google profile and three months of posts. Shoot them once, in one morning.

Most small businesses do not have a content problem. They have a photo library problem. They own four usable images, so they post the same four images, so posting feels pointless, so they stop. Twelve good photos solve a year of that.

- ☐ **The storefront in good light.** What someone sees pulling up. Horizontal, room around the edges so it can be cropped for a header.
- ☐ **The wide interior.** From the doorway, lights on, no people, tidy. This one tells a stranger whether your place feels like somewhere they want to be.
- ☐ **The owner.** You, looking at the camera, in your own space, not squinting. Does more work than any other photo on this list.
- ☐ **The team.** Even if the team is two people. Standing together looking at the lens is enough.
- ☐ **Hands working.** Close up on the actual craft: dough, a wrench, clippers, a keyboard. No faces needed, so you can shoot it any day.
- ☐ **The signature thing.** Your best-selling plate, the truck, the chair, the finished install. Lit properly, from the angle a customer sees it.
- ☐ **Three more of the signature thing,** different angles. Sounds excessive, is not. This is what fills a menu page or a services grid.
- ☐ **A customer interaction, with permission.** Someone being handed something, greeted, helped. Warmth is the product.
- ☐ **The detail nobody notices.** The tile, the tools on the wall, the coffee sacks, the certificate. Texture is what makes a site feel like a real place.
- ☐ **Vertical versions of the best three.** Shot vertical, not cropped later. Cropping a horizontal always looks like an accident.
- ☐ **Something seasonal.** Whatever is true right now. Shoot two seasons a year and you always have something current.
- ☐ **A clean shot of your sign or exterior at dusk.** This becomes a background, an overlay, a profile cover.

If you are shooting these yourself

- Shoot on a bright overcast day or an hour after sunrise. Harsh midday sun is the most common reason a phone photo of a business looks bad.
- Turn on every light inside and shoot toward the windows, not with your back to them.
- Clean the frame before you clean the photo. Move the cardboard box, the cables, the mop bucket. Ninety percent of retouching is tidying you could have done in ten seconds.
- Wipe your phone lens. Genuinely.
- Shoot each frame three times: horizontal, vertical, and one step closer.
- Do not use the filters. Do not use portrait mode on anything that is not a person.

Where each one goes

PHOTO	WHERE IT GOES
Storefront, dusk sign	Website header, Google cover photo
Owner, team	About page, Google profile, the post that gets the most engagement all year
Wide interior, details	Website background sections, Google photo grid
Signature thing × 4	Services or menu page, product listings, four separate posts
Hands working, interaction	Homepage, ads, the post you make when you have nothing to post
Verticals	Stories, reel covers, anything seen on a phone

Twelve photos is roughly a two-hour shoot. It is the cheapest thing on the Suubi rate card and it feeds everything else you do online for a year.