

Add product photos

Show up to 20 photos for each product, put them in the order you want, and give a version its own photo.

Add-on [Online store](#)

Good photos help customers decide. Each product can have up to 20, and you can give a size or color version a photo of its own. Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

- Use PNG or JPEG files.
- Use sharp, bright photos with the product easy to see. See [Take good photos with your phone](#).
- Only use photos you took or have permission to use.

Add photos to a product

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Catalog**, then **Product Catalog**.
3. Click the product.
4. In the product info section, find **Product Images** and add your photos. You can have up to 20.
5. Drag the photos into the order you want.
6. Click **Save**.

The product page picks up the new photos on its own.

If you can't find where to add them, send us the photos and the product's name and we'll add them. See [Send us photos and files](#).

Give a version its own photo

If a product has sizes or colors, each version can show its own photo.

1. Open the product and scroll to **Manage Variants**.
2. Click **Manage Variants**.
3. Click the **Image** box for that version and add the photo.
4. Click **Apply**, then **Save** if the page shows a **Save** button.

To set up the versions first, see [Add sizes, colors and other options](#).

Tips

- Put your clearest photo first in the order.
- Show the product from a few angles, or in use, so customers know what they're getting.
- Describe what each photo shows in plain words. That helps visitors who use screen readers. See [Write alt text in plain words](#). If you're unsure where it goes, send us your descriptions and we'll add them.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store and want us to add photos? Email your business name, the product names and the photos, and we'll take care of it. We reply within one business day.

Related guides: [Add a product](#) · [Take good photos with your phone](#) · [Write alt text in plain words](#) · [Add sizes, colors and other options](#) · [Send us photos and files](#)

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