Welcome to E-Commerce For Artists!

Module 7

In this module, we are going to look first at troubleshooting images and then we will dive deep into the Google Shopping App.

First off, make sure you get good images for your social media posting. These images sell your product so make sure they look good. I've included a cheat sheet for Social Media Images in the classroom.

Images Sizes for Social Media

Facebook

- Cover image: 820 x 312 (minimum 400 x 150)
- Profile image: ≥180 x 180
- Shared post image: 1200 x 630
- Shared link preview image: 1200 x 628
- Event image: 1920 x 1080

Twitter

- Header image: 1500 x 500 | maximum 5 MB
- Profile image: 400 x 400 | maximum 2 MB
- In-stream image: 440 x 220

Instagram

- Profile image: 110 x 110
- Image thumbnail: 161 x 161
- Shared photos: 1080 x 1080
- Shared videos: 1080 pixels wide
- Instagram Stories: 1080 x 1920 (minimum 600 x 1067) | maximum 4 GB

Pinterest

- Profile image: 165 x 165 | maximum 10 MB
- Board cover image: 222 x 150 (minimum 55 x 55)
- Pinned image preview: 236 pixels wide

Canva and Adobe Spark are my "go to" apps for creating social media images.
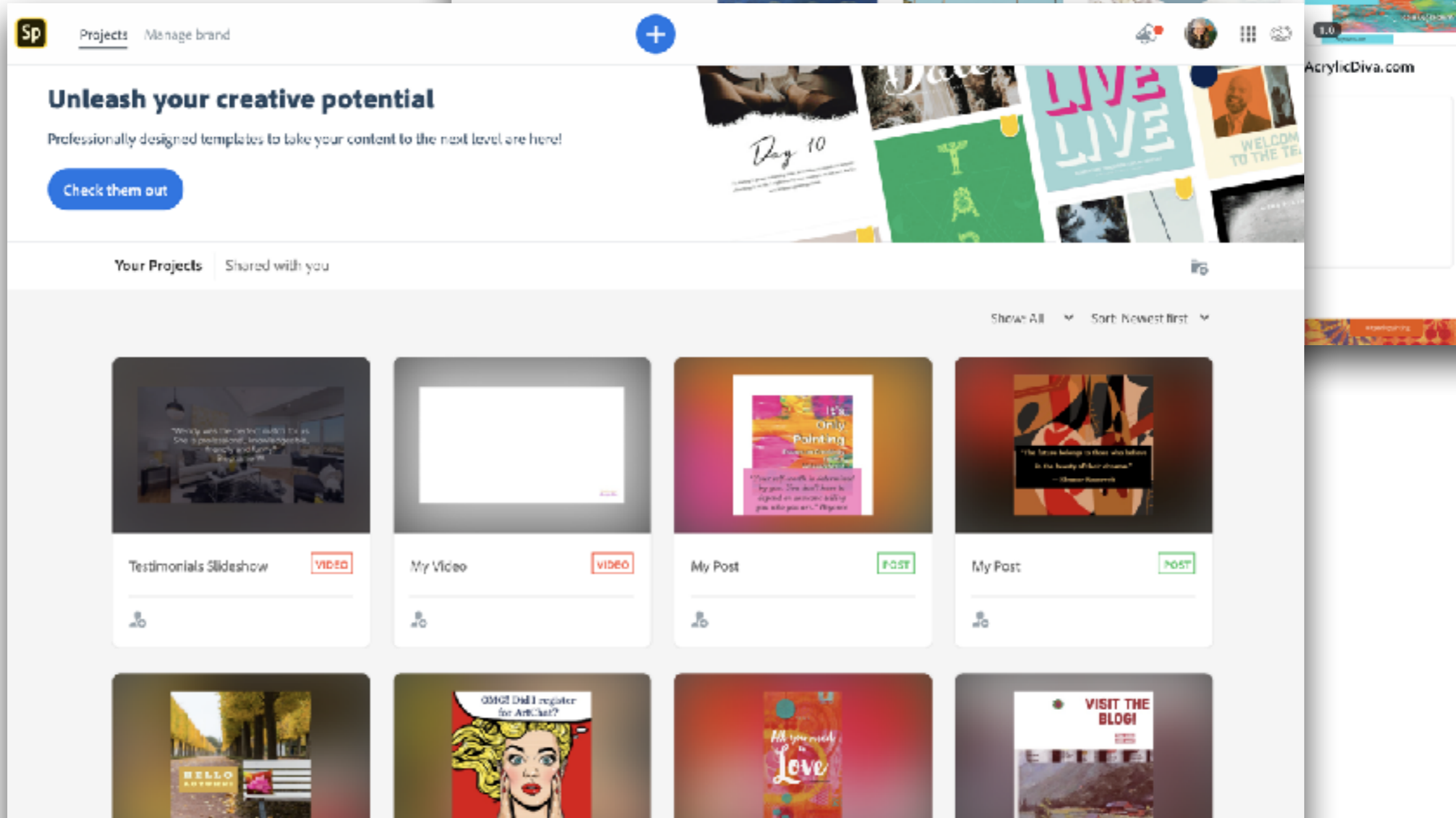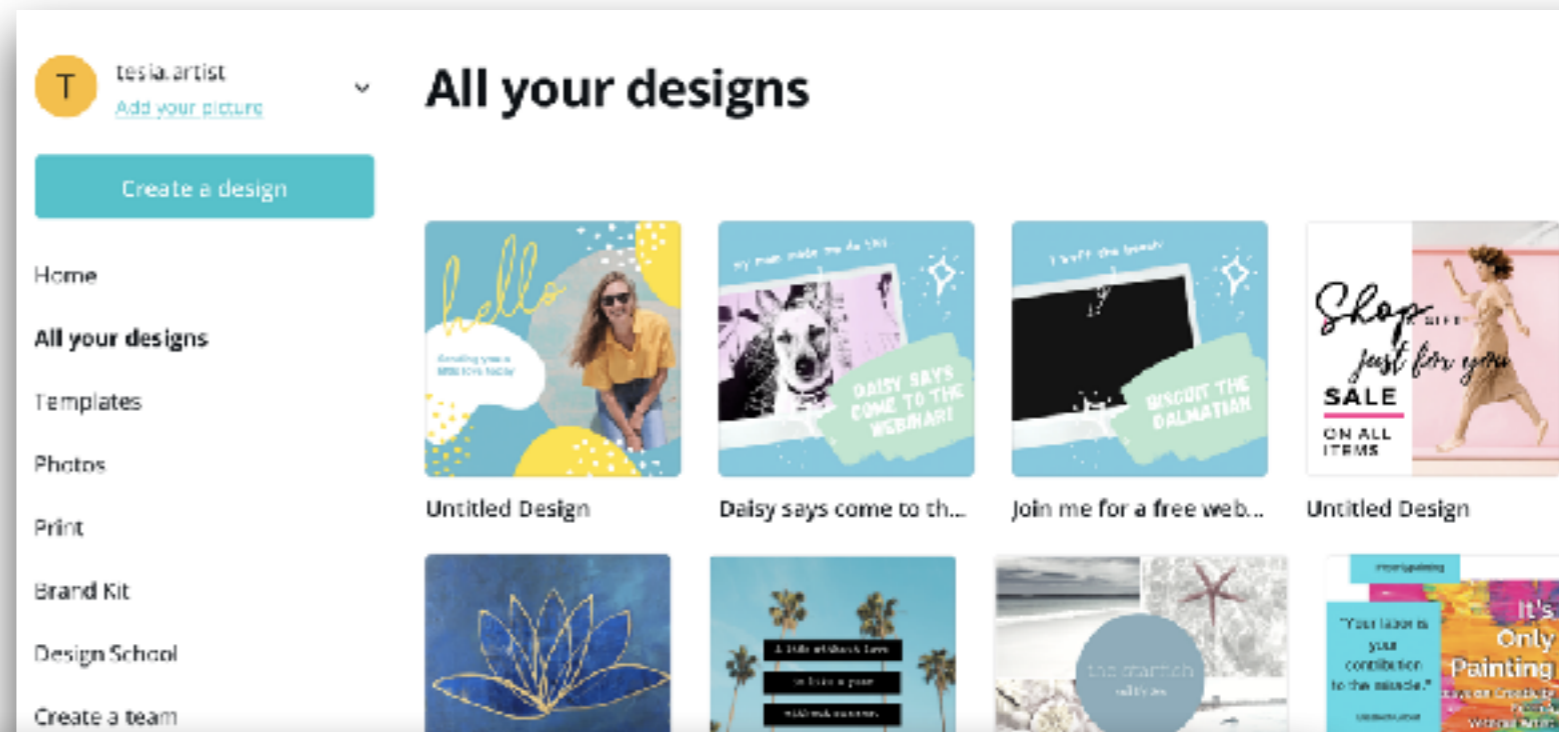
Blurry images are the worst! If your images aren't good enough your vendor can't make great products! Check your images in Photoshop or another photo editor. View at 200% or view "print size" to see if your image is blurry.

There are a couple of things you can do:

Use an online photo enlarger

Get a little more creative and re-design images that are too small like the re-design I show you in the Photoshop Hack video inside the classroom.
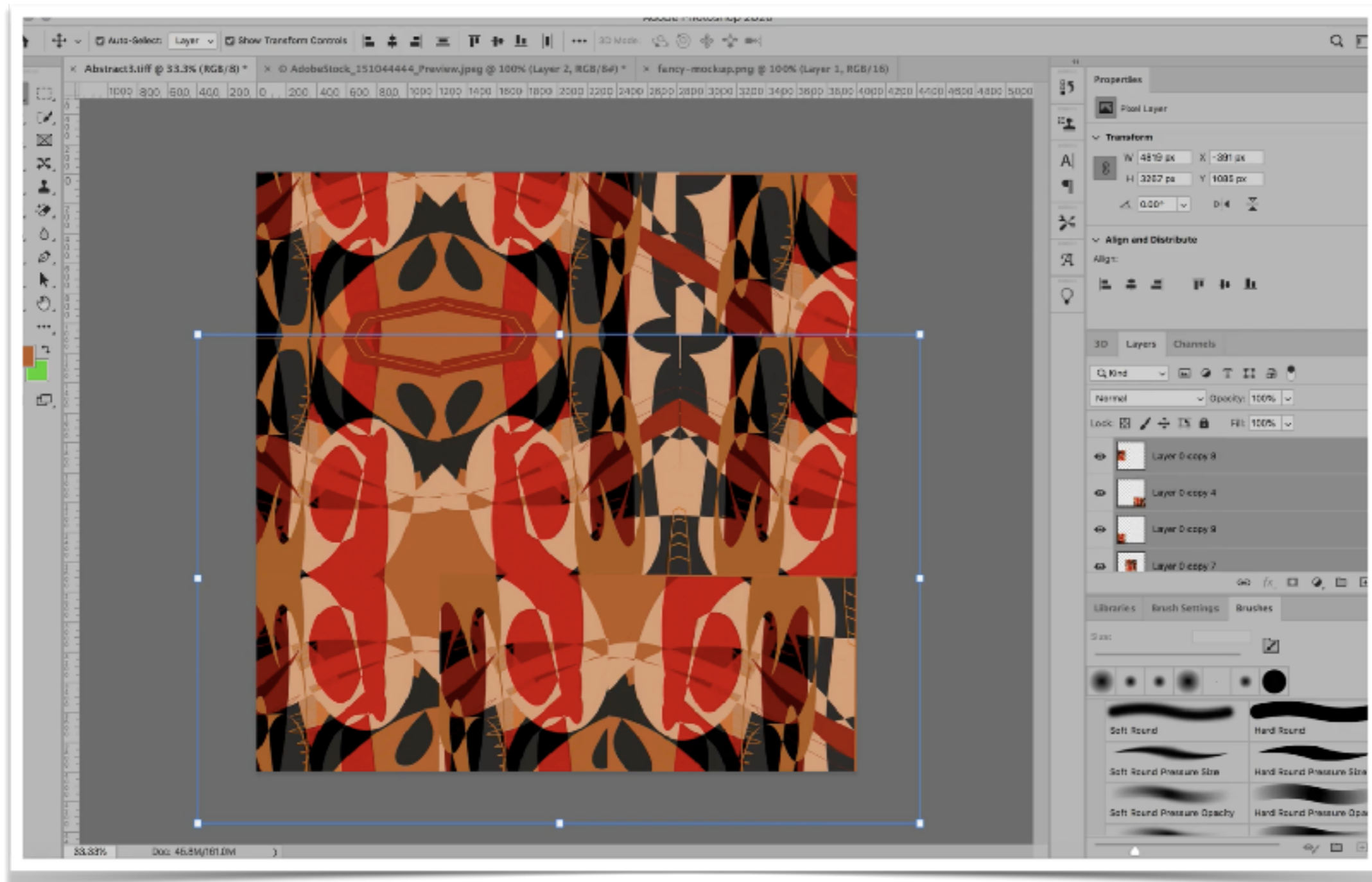
The bottom line is: It's better to start with a large enough image rather than trying to fix it later. So get good, BIG, images of your artwork!

Here are some guidelines:

Image Size is the size of your original digital photo file, measured in pixels and DPI (Dots Per Inch, sometimes referred to as PPI, Pixels Per Inch).

File Size: A general rule of thumb for image size versus print size is the image size should be at least the size of the print you want multiplied by at least 150, preferably 300, at 300 DPI. For example, if you want to order a blanket that is 50" x 60" the image size should be 7500 pixels (50" x 150) by 9000 pixels (60" x 150) at 150 DPI.

A tip from Gooten: **One size fits most**

A great default image size to use is, 6500x6500px at 300dpi or larger. If you're creating artwork that doesn't have text, like basic pattern designs or photography, you can use this default size and it'll work across a large majority of our products. Your image will simply be cropped depending on the aspect ratio of the print area. To further streamline artwork creation, select the pixel dimensions for the largest SKU you'd like to offer in your store. When you upload your artwork, we automatically resize your image to fit the smaller print areas.

Check out the link to the Pixel Calculator inside the

Classroom and nerd out on calculating image sizes.

Are you ready for Google Shopping Ads? Eat your
Wheaties cause we have a lot to do!
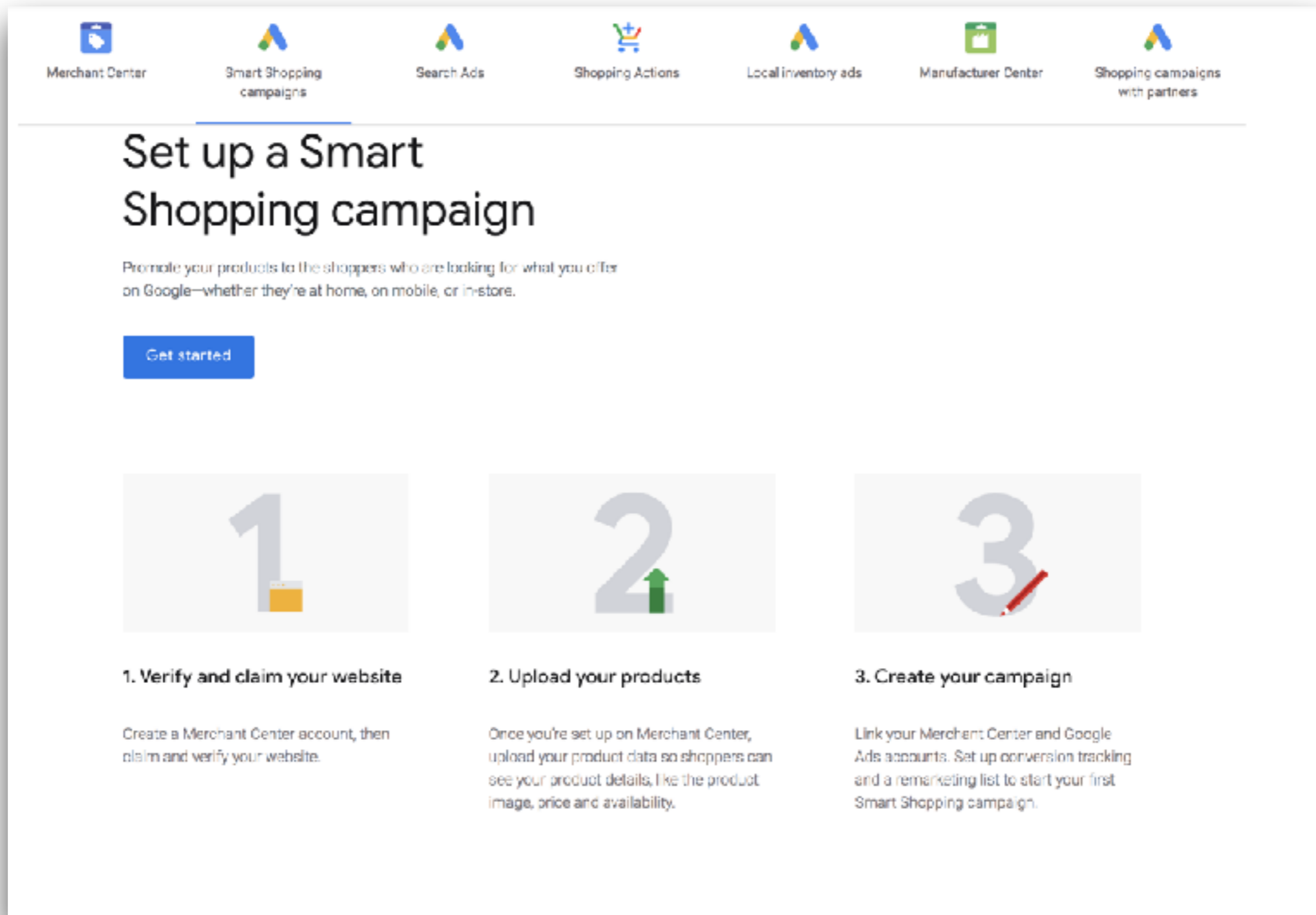
Don't worry if you kinda feel like this. I'll walk you through it!
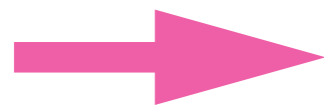
Inside the Classroom I take you through the Google Shopping App step-by-step. Review those videos a couple of times. And maybe reward yourself with a cookie after you watch them twice!
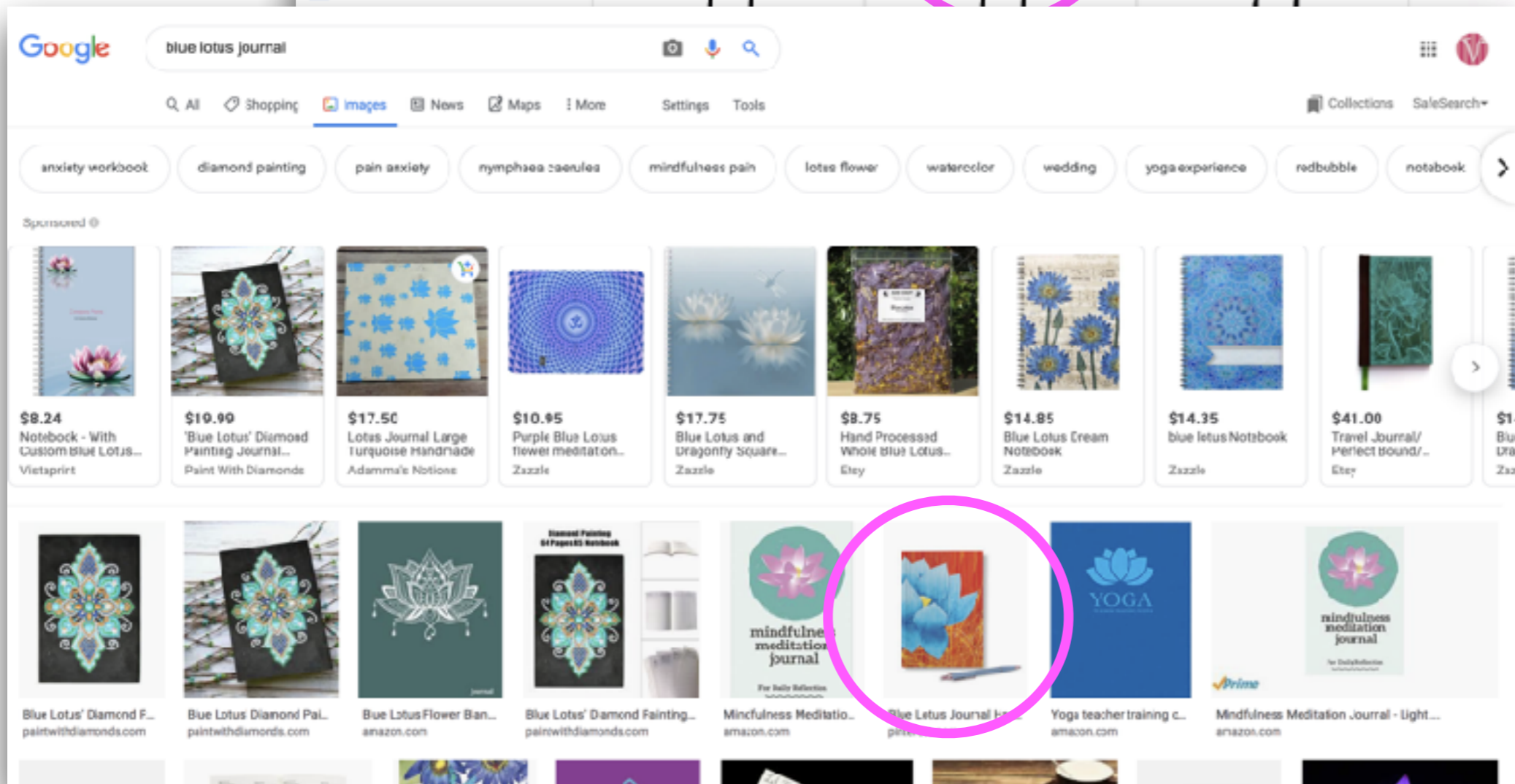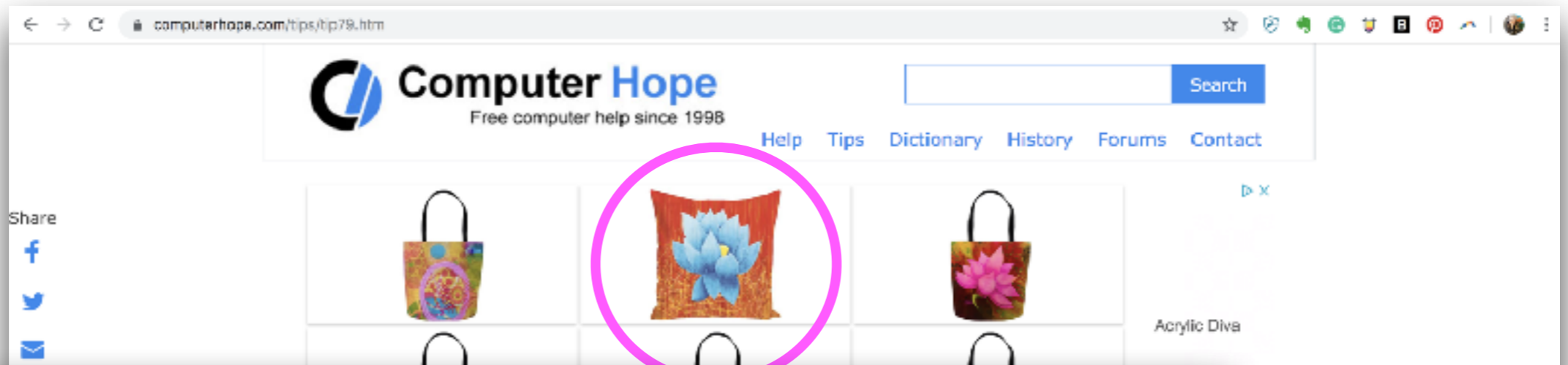
There are two videos and several help sheets to make it easier. I've linked to both Google help guides as well as Shopify help guides.
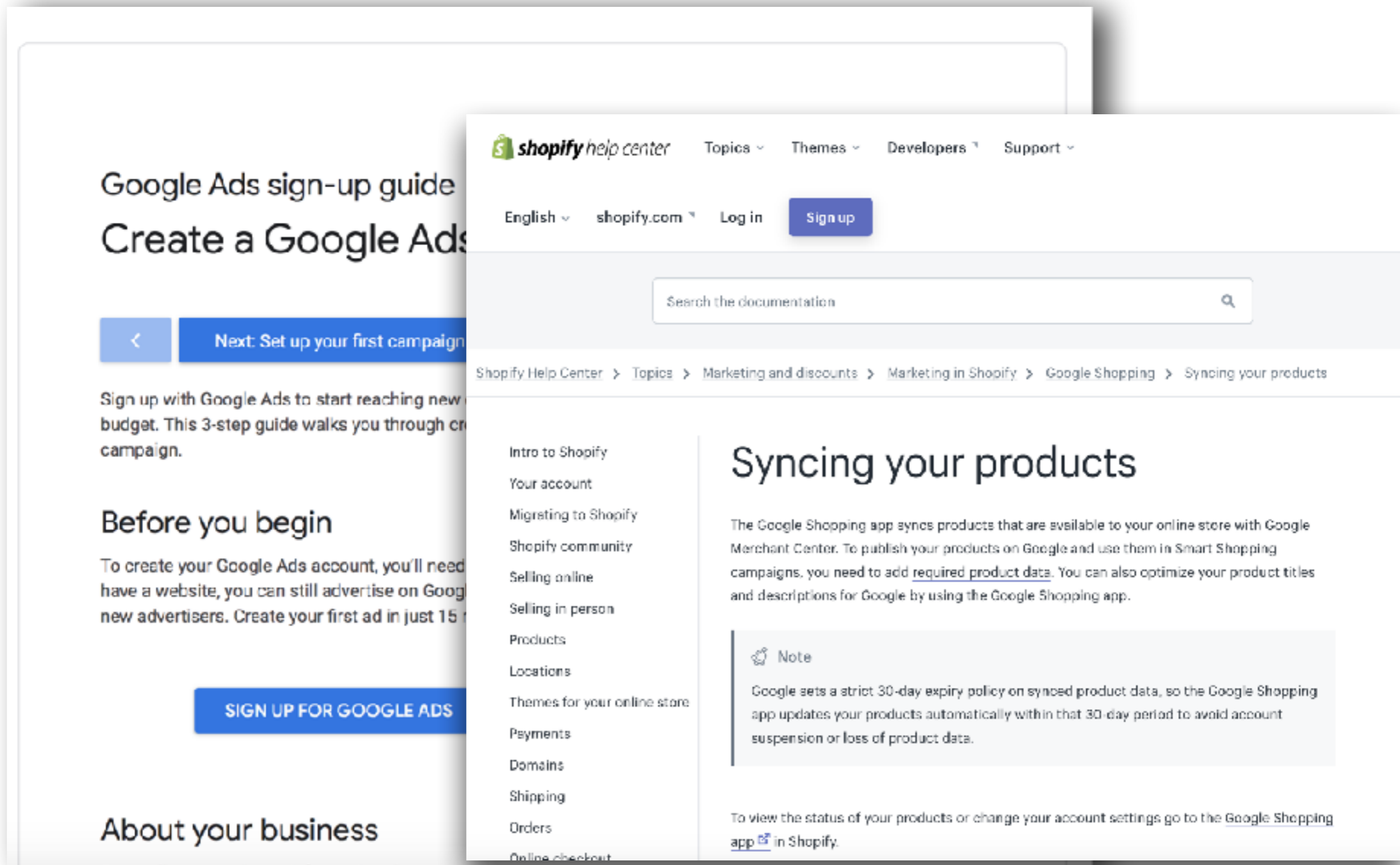
These campaigns really work. Here are two examples of Google Shopping ads. One from a search and one from a random visit to a website - aka remarketing.

Next week:

- **Analytics**

- **Facebook Ads**

- **Facebook Pixel**

- **Instagram Ads**

"There cannot be a crisis next week - my schedule is already full." Henry Kissinger