



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: $\geq 180 \times 180$
- 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

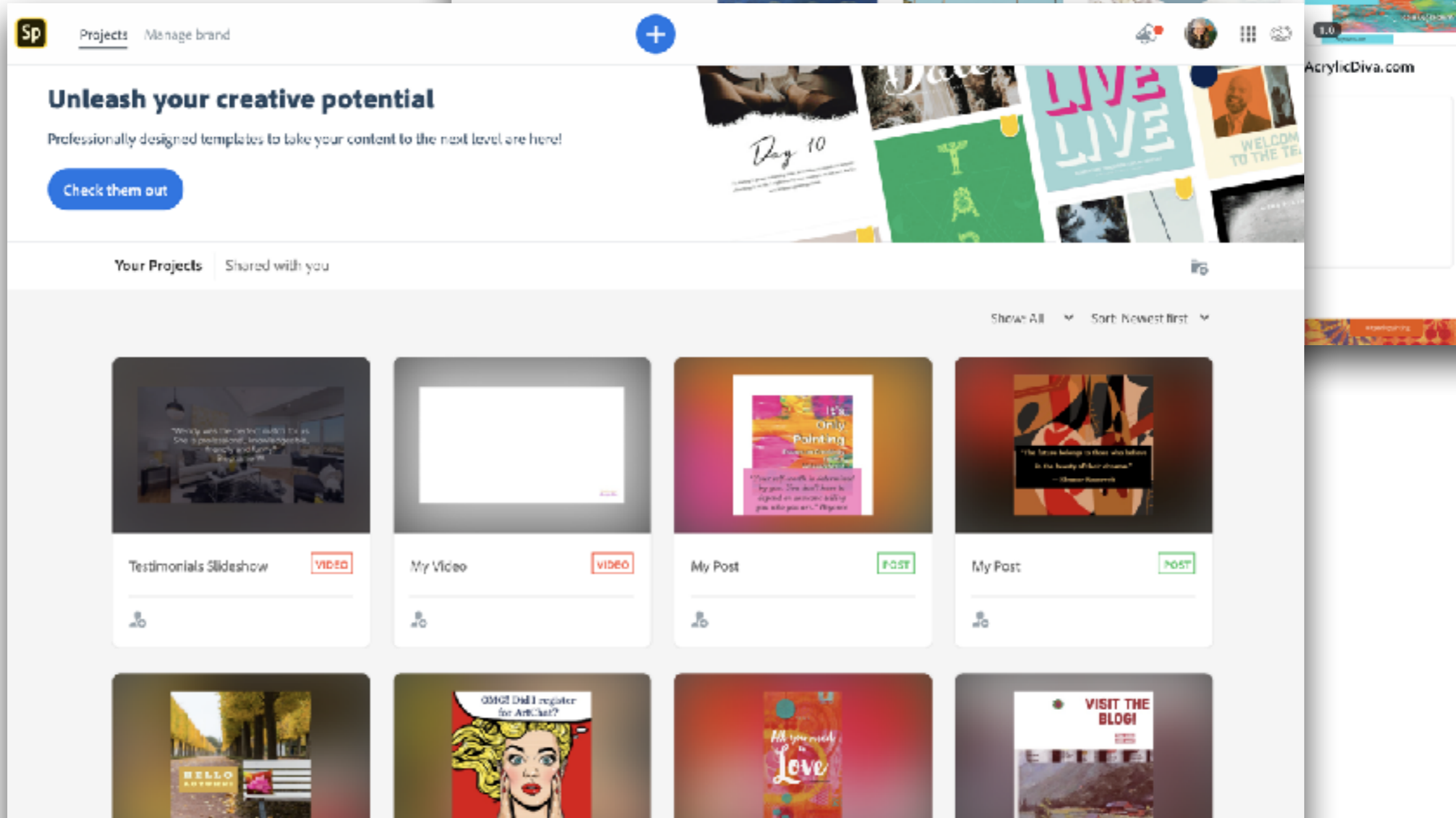
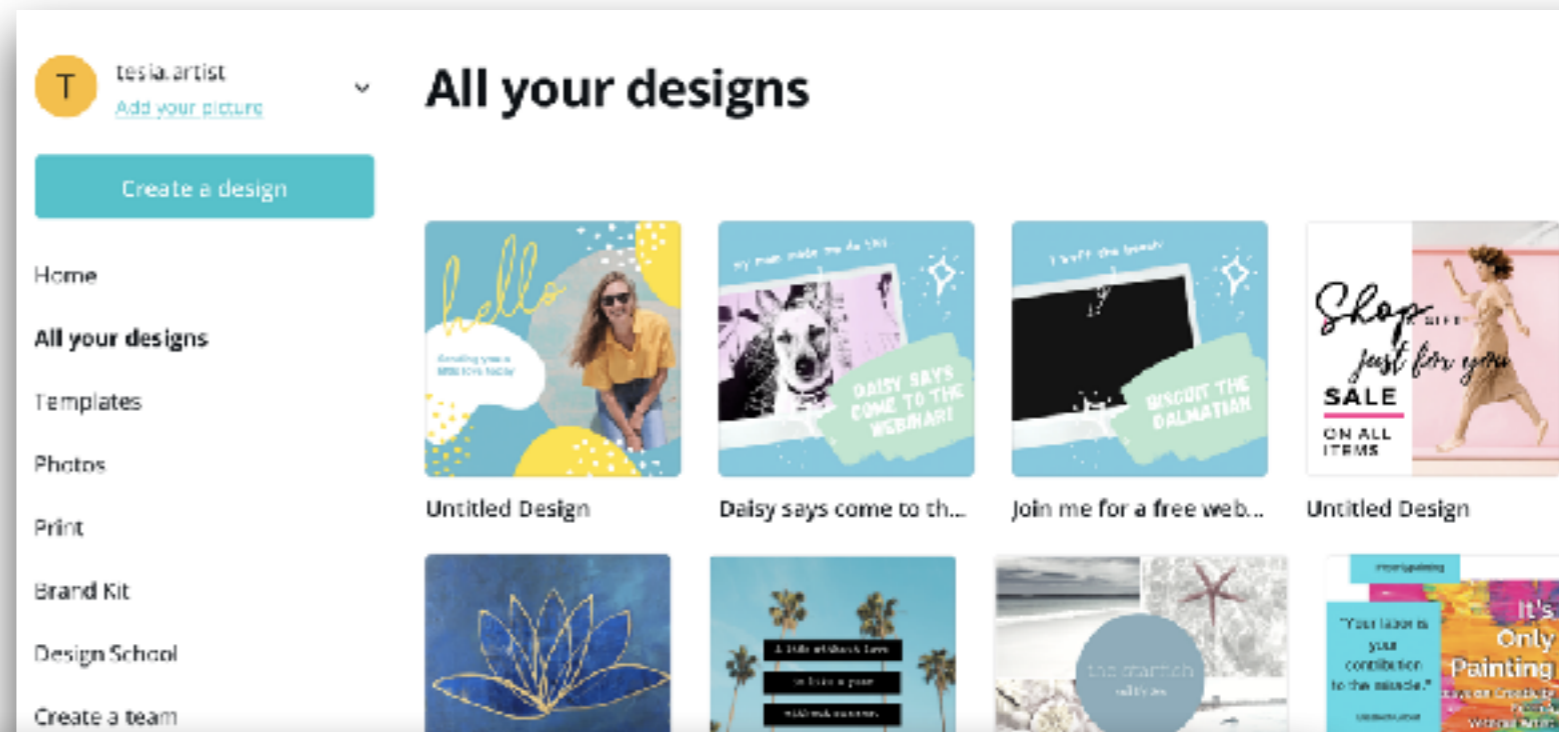
Instagram

- 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

The screenshot shows the PhotoEnlarger.com website. At the top, there is a blue header with the site name, a search icon, a UK flag, and a 'Donate' button. Below the header is a dark banner with the text 'Enlarge your Photos' and 'Free tool to enlarge your photo or image online. Upload and select from the four different enlargements we generate.' Below the banner is a white box containing an advertisement for 'One App for Complete Mac Care' with a blue 'OPEN' button. Below that is a white box with the heading '1. Select image to enlarge' and a 'BROWSE...' button. At the bottom is a grey box with an advertisement for 'Meet Salesforce Essentials' with a blue 'OPEN' button.

PhotoEnlarger.com

Enlarge your Photos

Free tool to enlarge your photo or image online. Upload and select from the four different enlargements we generate.

One App for Complete Mac Care

Download latest version of CleanMyMac X . See how it cleans your Mac. CleanMyMac X

OPEN

1. Select image to enlarge

You can also drop an image here.

BROWSE...

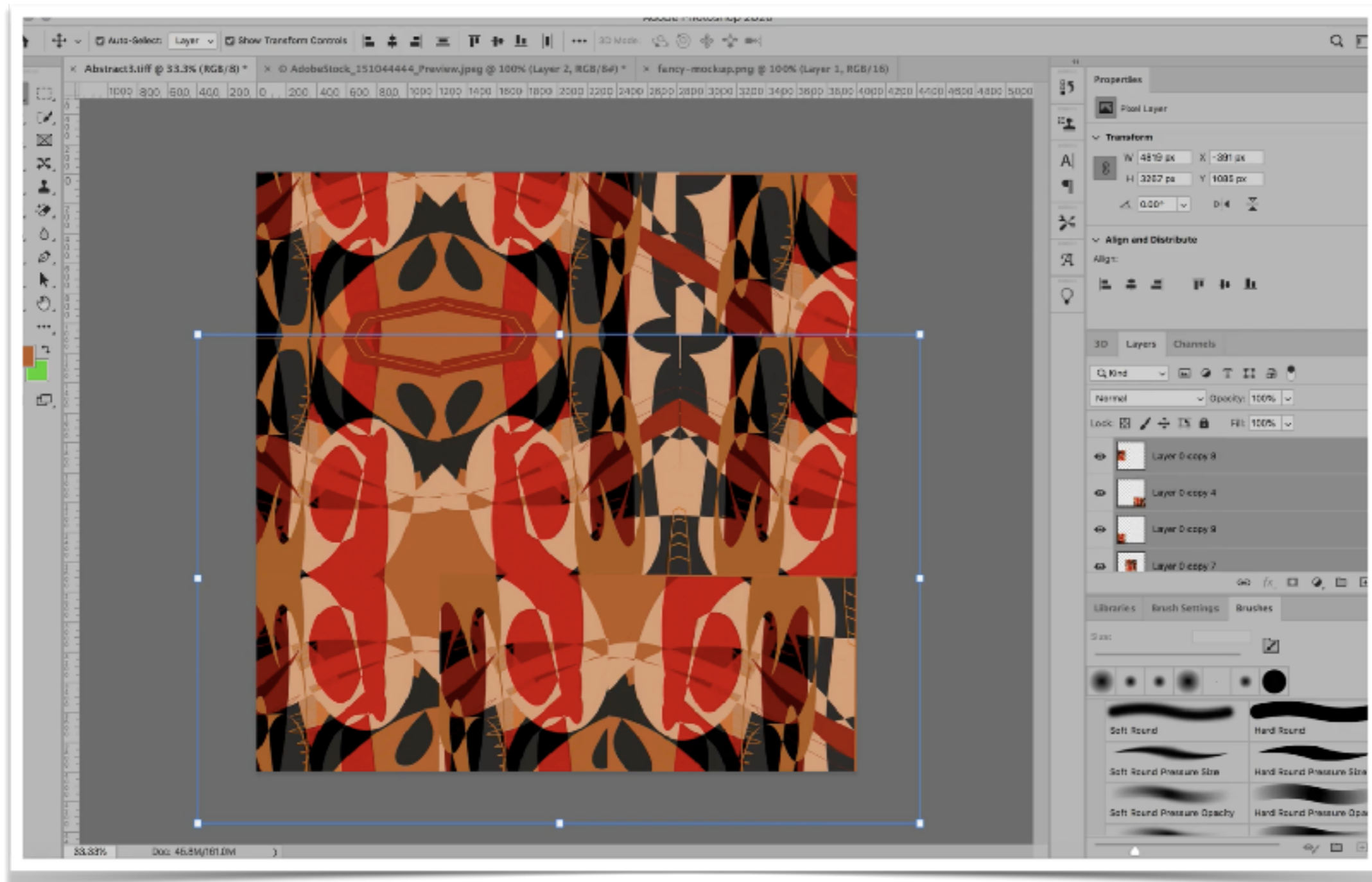
Meet Salesforce Essentials

Salesforce Essentials. The World's #1 CRM Designed & Priced for Small Biz. \$25 a Month.

essentials.salesforce.com

OPEN

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.

Online Pixel DPI Calculator Converter Conversion -- PPI calculate

Home | DPI PPI Pixel | | | | |

Unit: | | |

inc | pix | inc
 inc | pix | pix
 dpi | dpi |
 | |

| |

DPI Calculator - Result

Photo/Image/Picture Size	60 x 60 inc
DPI / PPI	150 cpi
Total Pixels	9000 x 7500 Pixels 67.5 Mpx
<input type="text" value="24 Bit 16,78 millions colors True Color"/>	
Color Depth	24 Bit [2 ²⁴]
Total Mo (binary)	193.12 MB 202500000 bytes
Pixel Size	0.1666 mm ²

sponsored by: Dix Foto Film Scanner www.archivscan.ch

Photo/Image/Pictur Calculation Pixel DPI for printing and editing

encl. measure	1 inch = 25.4 mm
Dot per Inch	1 dpi = 1 Dot per Inch(25.4 mm)
pixels per Inch	1 ppi = 1 dpi = 1 Pixel per Inch(25.4 mm)

Are you ready for Google Shopping Ads? Eat your Wheaties cause we have a lot to do!

Google for Retail Overview Why Google Solutions Resources [Sign In](#)

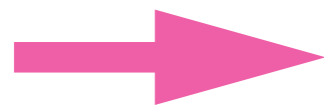
Start selling your products across Google

Select a solution below

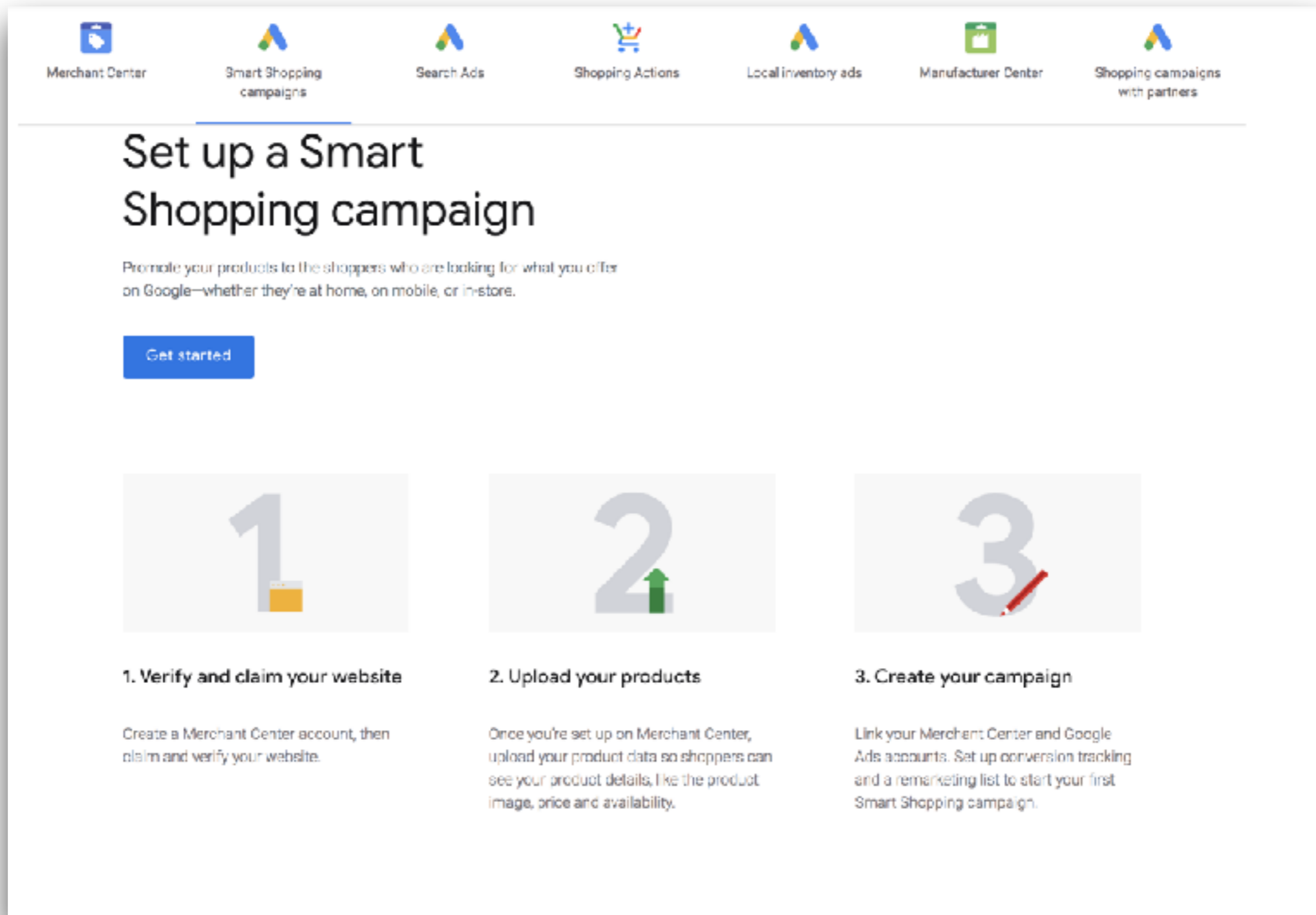
- Merchant Center
- Smart Shopping campaigns
- Search Ads
- Shopping Actions
- Local inventory ads
- Manufacturer Center
- Shopping campaign with partners

Not sure where to begin? Work with our digital product coach. [Begin](#)

Don't worry if you kinda feel like this. I'll walk you through it!



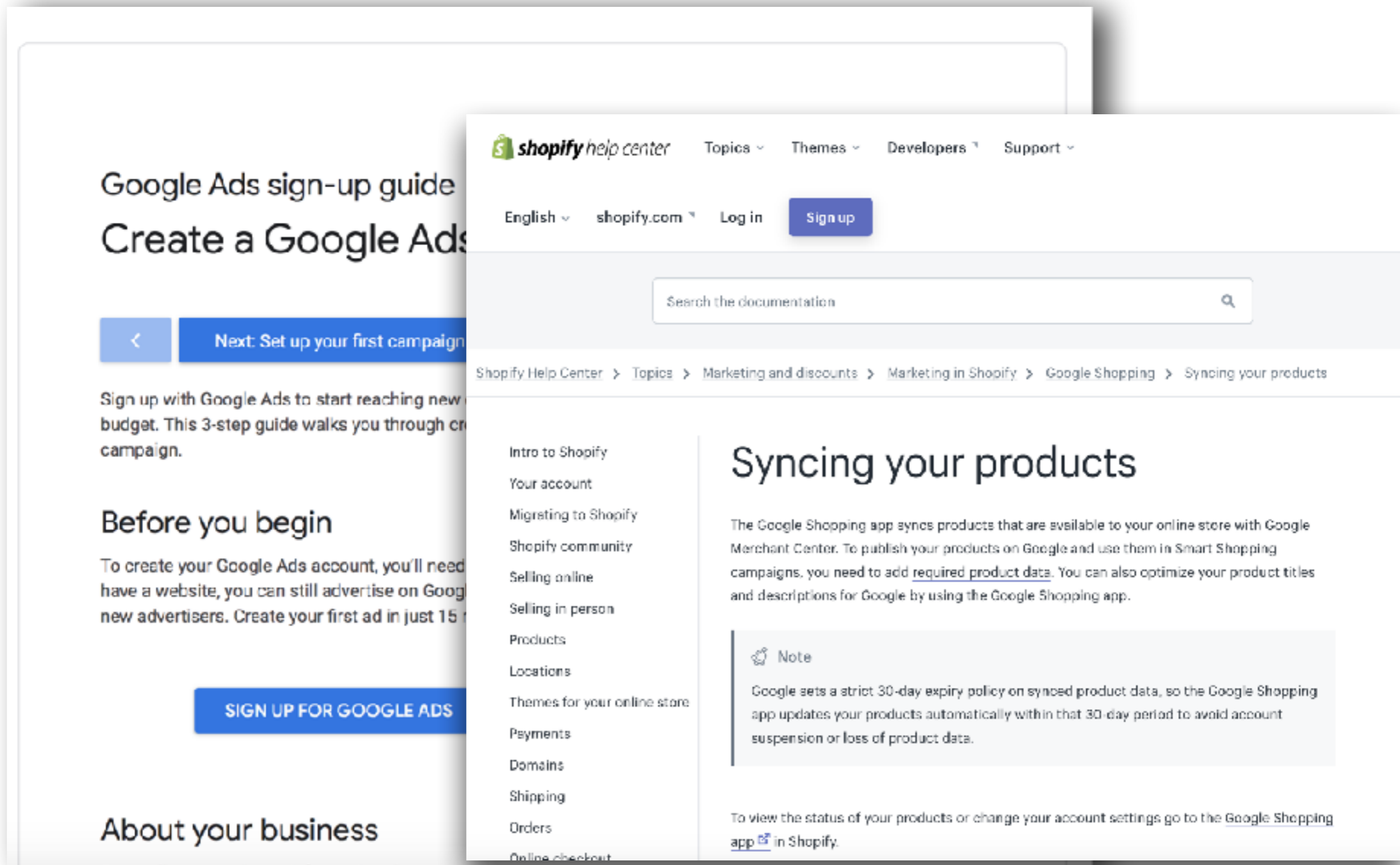
Inside the Classroom I take you through the Google Shopping App step-by-step. Review those videos a couple of times. And maybe reward yourself with a cookie after you watch them twice!



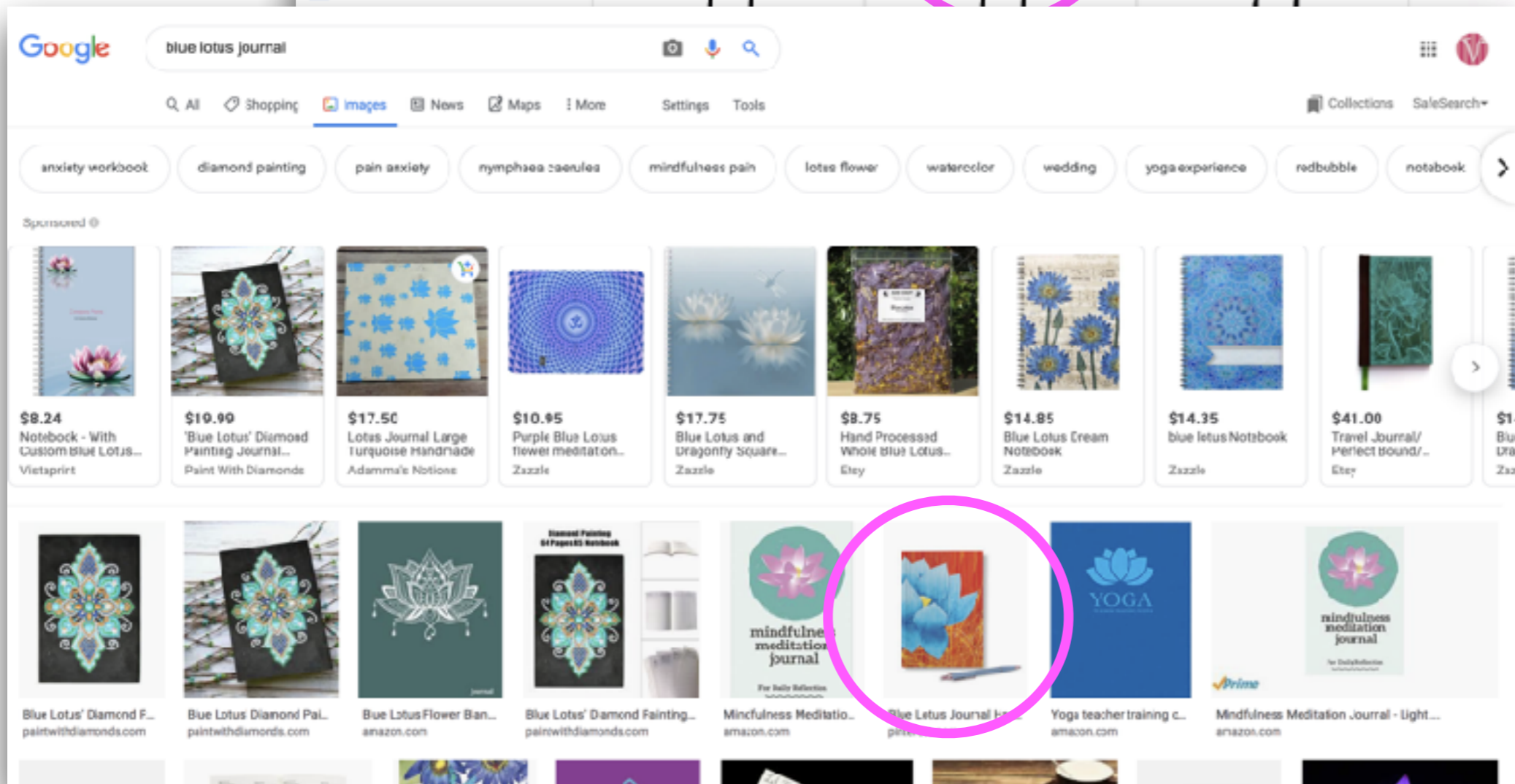
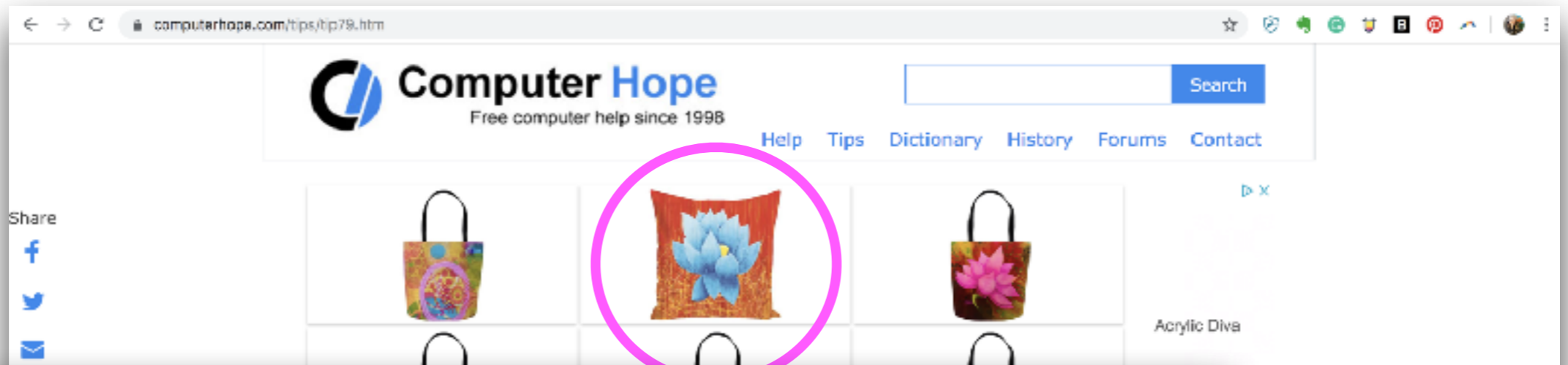
The screenshot shows the Google Merchant Center interface. At the top, there is a navigation bar with icons and labels for Merchant Center, Smart Shopping campaigns (which is highlighted with a blue underline), Search Ads, Shopping Actions, Local inventory ads, Manufacturer Center, and Shopping campaigns with partners. Below the navigation bar, the main heading reads "Set up a Smart Shopping campaign". Underneath the heading is a sub-heading: "Promote your products to the shoppers who are looking for what you offer on Google—whether they're at home, on mobile, or in-store." A blue "Get started" button is positioned below the sub-heading. The page then features a three-step process:

- 1. Verify and claim your website**
Create a Merchant Center account, then claim and verify your website.
- 2. Upload your products**
Once you're set up on Merchant Center, upload your product data so shoppers can see your product details, like the product image, price and availability.
- 3. Create your campaign**
Link your Merchant Center and Google Ads accounts. Set up conversion tracking and a remarketing list to start your first Smart Shopping campaign.

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