If you run a contracting, cleaning, roofing or similar business, you already take photos on every job. Most of them sit in a phone gallery. Used well, those same photos can become some of the most convincing and most local content on your website. This guide shows you how to capture, organize and publish job-site photos so they help you rank and win trust.

Why Real Photos Beat Stock Images

Stock photos look the same on every competitor's site, and visitors recognize them. Job photos show proof: your crew, your trucks, your materials and the actual neighborhood. They help in three ways.

- **Trust:** a homeowner can see the quality of your work before calling.
- **Relevance:** pairing photos with the town, project type and materials adds natural local detail that a generic page lacks.
- **Freshness:** each new project gives you a reason to publish something new without inventing a topic.

Step 1: Capture Photos That Are Actually Useful

Before the work begins, set a simple routine for the crew.

1. Take a wide shot of the problem area before starting.
2. Photograph details such as damage, old materials or tight access.
3. Capture progress at key stages.
4. Take a matching after shot from the same angle as the before.
5. Add a few photos of the finished work in good light, ideally with the area tidy.

Use the phone's default camera, hold it horizontal for most shots and wipe the lens. Avoid including customer faces, license plates, house numbers or anything else that identifies the household without permission.

Step 2: Get Permission

Ask the customer whether you may use photos of their project. A short line in bellingham seo agency stambaughdesigns.co your contract or a quick text is enough for most. Many people are happy to agree, especially if you leave out their name and exact address. Describe the location by neighborhood or town, not by street.

Step 3: Prepare the Files

Before uploading, spend a minute on each image.

Task Why it matters Quick tip Rename the file Gives search engines context Use plain words like "composite-deck-before-and-after" Resize and compress Faster pages, better mobile experience Aim for a modest file size without visible blur Write alt text Accessibility and image search Describe what is shown in one clear sentence Write a caption Visitors read captions Mention the project type and town Strip sensitive data Privacy Remove precise location data from the file

Do not stuff keywords into alt text. "Cedar fence replacement in progress with new posts set in concrete" is better than a list of search terms.

Step 4: Turn Photos Into Pages and Posts

One set of photos can feed several pieces of content.

Project Case Studies

Write a short page for a notable job. Include the problem, what you did, materials used, the timeline and a typical cost range if you are comfortable sharing one. Add three to eight photos and a quote from the customer, if they allow it.

Service Page Galleries

Add a curated gallery to each service page with five to ten of your best images and short captions. Update it every few months.

Location Pages

If you serve multiple towns, include real projects from each one. A page that says "Recent work in your area" with actual photos is far more convincing than a text-only paragraph.

Blog Posts and FAQs

Photos make excellent illustrations for how-to and explanation posts. A before and after of a drainage fix can anchor a post about why yards flood. A close-up of failing flashing can bellingham seo company anchor a roofing article on leak causes.

Google Business Profile

Upload photos regularly to your profile. Fresh, real images tend to build credibility and may encourage clicks. Keep them honest, and avoid text overlays or heavy filters.

Step 5: Add Structure Around the Images

A photo alone is not a page. Surround it with helpful text.

- Explain what the viewer is seeing and why it matters.
- Mention the neighborhood or town naturally.
- Link to the relevant service page.
- Add a clear call to action, such as a phone number or quote request button.

A repeatable photo system that crews will actually follow is easier to design with Stambaugh Designs a bellingham local seo company than to invent on your own.

Build a Simple Workflow

The biggest obstacle is consistency. Make it easy.

1. Create a shared folder for each job with a consistent name.

2. Ask the crew lead to drop photos in at the end of each day.
3. Once a week, pick the best project and spend thirty minutes writing it up.
4. Publish, then share a version on social channels and your business profile.
5. Keep a running list of projects so you never wonder what to write about.

Mistakes to Avoid

- Posting photos with no context or caption
- Using before photos that look worse because of poor lighting rather than real conditions
- Uploading huge files that slow the page down
- Showing unsafe practices, such as missing safety gear
- Passing off another company's work as yours, which is dishonest and can backfire

Measuring the Results

Check which project pages get visits, calls and form submissions. Watch your image impressions and overall page views in local online marketing in Bellingham your search reports. Over a few months, you should see more long, specific searches reaching your site, such as a material plus a town name. Those are exactly the visitors who tend to be ready to hire.

Start With Your Next Job

You do not need special equipment or a big content budget. Take the photos you already take, get permission, label them properly and write a few honest paragraphs. One good project page per month adds up to a library that competitors will struggle to copy, because it is built from work only you have done.

About the Author

Elena Vasquez is a marketing writer who specializes in content for home-service contractors. Before moving into marketing, she spent six years as a project coordinator for a remodeling firm in Arizona, where she learned how much a good set of photos can sell a job.