

Published based on [Enhance User Experiences Through The Use Of High Quality Pictures](#)

# **Enhance User Experiences Through The Use Of High Quality Pictures**

An enhanced web experience includes visually appealing images, and text that keeps website visitors attentive and focused on a goal. Quality photography, elicits desired responses, delivers key concepts, showcases products and ideas, and drives visitors further into the site towards its goal. The use of high quality pictures attracts attention, and maintains visitor focus. Web pages that load efficiently maintain visitor engagement, and give them the desire to further explore the site. An enhanced online experience results from efficiently loading web pages.

Website photographs give potential guests their first look at a site. It is the first opportunity to influence them. Whether visitors venture farther or simply move on to another site is determined by their first impression. This means photography plays a major role in keeping visitors on a page. Quality pictures can keep visitors motivated to stay to discover more about site subject matter.

The placement of photos on a website is as important as placing items in display windows near a store entrance. Displays are designed to encourage customers to go in.

Photographs can play a key role in persuasion on sites that communicate ideas, opinions, or aim to influence others. Visitors typically act on perceptions and first impressions, and often look first, then read. Photography of high quality enhances perception and first impressions making persuasion easier.

Imagery is powerful. Marketers and advertisers rely on it. These professionals understand that imagery is the driving force behind persuasion and sales. When sites sell products, its photographs are key to its sales. Potential customers want detailed views of what they want to purchase.

Photography is the power-tool of the website. Imagery can be powerful enough to wow visitors, draw them further into the site, and convert them from casual observers into believers and buyers. Once the page has elicited this kind of conversion, ideally the visitor will proceed efficiently and effortlessly towards the goal. It's important that pages be loaded as efficiently as possible so users remain at the site and complete its goal. The last thing they want to do is wait for pages to load!

Photos with high resolution are large files that load slowly. They offer significantly better clarity and crispness, but visitors will spend significantly more time waiting for them to load. Web browsers cannot efficiently load these files. This causes an interruption of user attention and focus.

Well chosen photography is optimized for smallest possible file size (to load quickly) while maintaining the highest possible resolution (visual quality), and significantly enhance the users experience of the site. Loading speed of the entire page increases significantly, especially when viewed by users who use slow connections, if each photo can save a few kilobytes. When users have faster connections, high quality photographs allow pages to load quickly, and appear almost instantly.

Using photographs is a key factor in enhancing a user's experience of the website. High quality photos add value to the website because imagery has the power to sell and to persuade. Photographs of high quality enhance visitor experience by providing efficient browser loading, best visual quality, and powerful first impressions. By eliciting a conversion response, high quality pictures keep user attention focused on site goals.

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