



Working checklist

Product image acceptance checklist

Approve a batch of images before publication, with evidence for every check.

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Contents

How to use this checklist	3
Batch record	3
1 · Before the shoot	3
2 · During production	3
3 · Export and retain originals	4
4 · Check file size and appearance together	4
5 · Write useful text alternatives	5
6 · Verify gallery and variants	5
7 · Record acceptance	6
Next resource	6

How to use this checklist

Use this checklist to approve a batch of images before publication. Each check requires evidence from the product or the page. An empty box means work remains; «not applicable» requires a reason.

I'm Francesco Guiducci, a freelance Shopify consultant and developer based in Rome. The checklist separates three things: photography quality, media settings and the result in the theme. Uploading a file does not prove it displays correctly.

Batch record

Field	Your entry
Category and products (IDs and variants)	...
Owner	...
Date and version	...
Theme and environment (identity, preview or public)	...
Chosen aspect ratio and reason	...
Test pages (URLs)	...
Result (approved, corrections needed, unverified)	...

1 - Before the shoot

- ☐ The photographed sample matches the variant for sale.
- ☐ The shot list covers appearance, details, use and scale where they help the buying decision.
- ☐ Background, lighting and crop follow an agreed rule for the category.
- ☐ Photographer and client have agreed which uses of the images are permitted.
- ☐ Applicable conditions for recognizable people, locations and third-party brands have been checked; any necessary permissions are filed.

Practical check. Complete and approve one product before photographing the batch. Do not impose the same aspect ratio on every category: check how the theme uses the image in the grid and on the product page.

2 - During production

- ☐ Lighting and white balance are consistent across shots.

- ☐ Colors and finishes have been compared with the real sample under controlled conditions.
- ☐ Reflections, focus and detail allow customers to assess the product.
- ☐ Editing does not misrepresent dimensions, materials or performance.
- ☐ Accessories shown but not included are identified in the page text.

For fabric, color, texture and fit may matter most; for a technical item, connectors, scale and compatibility may be essential. The number of shots depends on the questions the images must answer: there is no universal minimum of three or eight.

3 - Export and retain originals

- ☐ Originals and the export preset are stored separately from web files.
- ☐ Filenames identify the model and variant. model-color-view-01.jpg is an example convention, not a Shopify requirement.
- ☐ The color profile suits the web and the result has been checked in a browser.
- ☐ Unnecessary metadata, especially location and personal information, has been removed from the web copy.
- ☐ The format preserves what is needed, such as transparency, detail or intended animation.

Shopify image limits. Up to 5000 × 5000 pixels or 25 megapixels, with files under 20 MB. Shopify names PNG as the preferred format, then JPEG; it also accepts TIFF, BMP, GIF, SVG, HEIC and WebP, with animated GIF and WebP supported. For square images, 2048 × 2048 pixels usually displays best: a recommendation, not a mandatory minimum for every asset. Shopify advises one consistent aspect ratio for main images so collection pages show uniform tiles. The theme determines the final result.

For other media: video accepts .mp4, .mov and .webm, up to 10 minutes, 1 GB and 4K; 3D models accept GLB and USDZ, up to 500 MB. Video and 3D need a theme that supports them.

4 - Check file size and appearance together

- ☐ Pixel dimensions support the intended display size and zoom.
- ☐ Two exports have been compared at actual size on a difficult detail.
- ☐ Compression does not introduce visible artifacts on the page.
- ☐ Browser network information shows images sized appropriately for their display area.
- ☐ The main image visible on opening is not unnecessarily delayed.
- ☐ Later images do not cause layout shifts while loading.

A 120–300 KB target can be an internal starting point for a test. It is not a Shopify limit and is not enough to approve the page. Record dimensions, format, transferred size and observed quality. Do not prescribe lazy loading for every image: the first visible one may need different treatment.

5 · Write useful text alternatives

- ☐ Every informative image has an alternative that conveys the necessary information in context.
- ☐ Visual differences needed to choose a variant are described.
- ☐ Purely decorative images have an empty alternative (alt="") where the context calls for it.
- ☐ An image acting as a control describes the action, not its appearance.
- ☐ Essential information inside a graphic is also available in the page text.

W3C WAI sets no character limit: for an informative image it asks for at least a short description of the essential information. Do not treat 125 characters as a universal accessibility limit; the alternative should be as short as it can be while still complete for its purpose. If the same text already appears next to the image, an empty alternative avoids repetition.

Example. «Blue Lino backpack, open side pocket holding a water bottle» is useful when the pocket is the detail shown. «Best cheap backpack buy online» is not.

Manage media alt text in its dedicated field. An additional metafield is not read by the theme automatically: use it for credits or editorial data only when the connection has been verified.

6 · Verify gallery and variants

- ☐ The first image identifies the product being sold.
- ☐ Each selected variant shows the intended media.
- ☐ Cropping keeps important details visible in both the grid and the product page.
- ☐ Where supported, the focal point has been checked on the surfaces that use it.
- ☐ Thumbnails, scrolling, zoom and gallery closing work with keyboard and touch.
- ☐ Video or 3D serves a specific purpose and does not get in the way of using the page.

Scenario. Select variant A, open zoom, close it, select B and return to A. Record the image and text shown after each step. Repeat from a collection page: the thumbnail should not suggest a different variant from the one offered.

7 · Record acceptance

Check	Evidence	Result	Correction and owner
Product match	Sample and variant	...	...
Mobile and desktop	URL, device, viewport	...	...
Zoom and crop	Detail checked	...	...
Text alternatives	Image and context	...	...
File size and loading	Measurement or screenshot	...	...
Usage rights	Document reference	...	...

Closing. Approve only the batch you verified. A test on one page does not automatically cover other templates. Repeat the checks after a gallery or image-system change, and apply the same criteria to new batches.

Next resource

Use the Product page template to align images, descriptions and technical data. This checklist tests media: it does not rewrite the page or guarantee conversions.

Sources

- Shopify Help Center, product media types: <https://help.shopify.com/en/manual/products/product-media/product-media-types>
- W3C WAI, image text alternatives: <https://www.w3.org/WAI/tutorials/images/>
- W3C WAI, alt decision tree: <https://www.w3.org/WAI/tutorials/images/decision-tree/>

Sources checked on 17 October 2026.