

E-Commerce Marketplace Image Preparation Checklist

Platform Optimization Guide

April 3, 2026

Introduction

High-quality, compliant images are critical for e-commerce success. They improve conversion rates, enable zoom functionality, and ensure your listings are not suppressed by marketplace algorithms. This document outlines the most up-to-date image requirements for Amazon, Walmart, eBay, Etsy, and Shopify.

1 Universal Best Practices

Before tailoring images to specific platforms, ensure your source files meet these industry standards:

- **Color Mode:** Always use **sRGB** color space. CMYK will render incorrectly on web browsers.
- **File Naming:** Use descriptive, SEO-friendly file names (e.g., `brand-product-color-front.jpg`) rather than default camera names (e.g., `IMG_1234.jpg`).
- **Compression:** Compress images to optimize page load speeds without sacrificing visual quality. Keep files under 1MB-2MB when possible, unless the platform specifically requests uncompressed high-resolution files.
- **Aspect Ratio Consistency:** Maintain the same aspect ratio (e.g., 1:1 Square or 3:4 Portrait) across your entire product catalog for a clean storefront look.

2 Platform-Specific Requirements

2.1 Amazon

Amazon has some of the strictest image guidelines, particularly for the "Main" product image.

Main Image Requirements:

- **Background:** Must be purely and completely white (RGB values: 255, 255, 255).
- **Product Framing:** The product must fill **85% or more** of the image frame.
- **Prohibitions:** NO text, logos, borders, color blocks, watermarks, or props that are not included with the purchase. The product must be completely out of packaging.

Technical Specs (All Images):

- **Dimensions:** Minimum 1000 pixels on the longest side (required for hover-to-zoom). Recommended: **2000 x 2000 pixels**. Maximum: 10,000 pixels.
- **Format:** JPEG (.jpg), TIFF (.tif), PNG (.png), or non-animated GIF (.gif). JPEG is preferred.
- **Additional Images:** Can include context, lifestyle shots, text graphics, and infographics.

2.2 Walmart

Walmart's requirements closely mirror Amazon's, focusing on a clean, distraction-free shopping experience.

- **Background:** Main images must have a seamless, solid white background (RGB 255, 255, 255).
- **Dimensions:** Minimum 1000 x 1000 pixels for zoom functionality. Recommended: **2000 x 2000 pixels**.
- **File Size:** Maximum 5 MB per image.
- **Format:** JPEG, PNG, or BMP.
- **Prohibitions:** No placeholder images, promotional text, watermarks, or accessories that the customer will not receive.

2.3 eBay

eBay emphasizes clarity and prohibits extra text that could distract from the item itself.

- **Background:** Solid white or light-grey background is highly recommended (pure white preferred for Google Shopping syndication).
- **Dimensions:** Minimum 500 pixels on the longest side. Recommended: **1600 pixels** on the longest side for optimal zoom. Maximum: 9000 x 9000 pixels.
- **Format:** JPEG, PNG, TIFF, BMP, GIF.
- **Prohibitions:** NO borders, text, artwork, or watermarks. Do not use stock photos for used, refurbished, or flawed items (must show the actual item).

2.4 Etsy

Etsy is a visual platform that rewards creativity and lifestyle imagery, differing significantly from the strict white-background rules of Amazon.

- **Thumbnail / Main Image:** Can be a lifestyle or studio shot. A 4:3 or 1:1 (square) aspect ratio is recommended to ensure the thumbnail crops correctly in search results.
- **Dimensions:** Minimum **2000 pixels** wide. Ensure high resolution so images do not appear blurry.
- **File Size:** Keep under 1 MB to ensure fast loading times.
- **Format:** JPEG, PNG, or GIF (non-animated).
- **Style:** Contextual, lifestyle photography that shows scale and use is highly encouraged.

2.5 Shopify (Standalone Store)

Since Shopify is your own platform, you have total freedom, but adherence to web standards is vital for site speed and theme consistency.

- **Dimensions:** Recommended **2048 x 2048 pixels** for square images to allow crisp zooming. Maximum: 4472 x 4472 pixels.
- **File Size:** Maximum 20 MB, but aiming for <500 KB per image using compression is best practice for site speed.
- **Format:** JPEG for photographs, PNG for graphics/transparency, and WebP for optimal compression.
- **Consistency:** The most important rule for Shopify is maintaining a consistent aspect ratio (e.g., all main images are 1:1 or 3:4) so your product grid aligns perfectly.

3 The Final Pre-Upload Checklist

Use this checklist before uploading your final batch of images:

- ☐ Main image has a pure white background (RGB 255, 255, 255) (*Amazon/Walmart*).
- ☐ Product fills at least 85% of the main image frame.
- ☐ Longest edge is at least 1000px (2000px recommended for zoom).
- ☐ Images are saved in sRGB color mode.
- ☐ Files are saved as high-quality JPEGs or PNGs.
- ☐ Files are named descriptively with keywords (no spaces, use hyphens).
- ☐ Main image contains NO text, watermarks, logos, or props.
- ☐ Included secondary images that show scale, lifestyle use, and infographics.
- ☐ Images are compressed to reduce file size without losing quality.
- ☐ Aspect ratios are consistent across the entire product line.