Add photos to your products via Schedules Input Program (SIP).

GSA is committed to improving the customer experience and strives to ensure that government buying and selling is **easy, efficient, and modern**. Publishing accurate photos of offered items on GSA Advantage! avoids buyer confusion and reduces returns. With so many products on GSA Advantage, making sure that your products have a detailed product name, thorough descriptions, and clear, high quality photos offers a variety of benefits:

- ✅ Improved Customer trust and loyalty
- ✅ More sales
- ✅ Increased visibility
- ✅ Superior ranking in search results
- ✅ More accurate categorization of your items.

(*For the complete list of Schedules/SINs that require photos on GSA Advantage! please use the Schedules SIN|MOL|Photo|UPC Look Up Table on the Vendor Support Center to review your product photo requirements)

To upload your photos with your product catalog using SIP, you must follow the detailed guidance below:

- ➢ **I) Before You Begin:** A few steps to take before starting.
- ➢ **II) Optimizing Your Photos:** Notes on naming and formatting.
- ➢ **III) Copy Images to SIPv7/photos:** or SIP will not find them.

- ➢ **IV) Add photos WHILE entering products:** If you have not already entered products into SIP, then this section will teach you how to add photos as you go.

- ➢ **V) Add photos to products already entered:** If you had already entered some products into SIP, and you want to go back and ADD photos, use this section of the guide.

I) *Before you Begin:*

Before you begin, ensure that you have done the following:

- 1) Download SIP from http://vsc.gsa.gov and install it on your system.

- 2) Have your product information is handy. You will need it if you are entering new products.

- 3) Make sure that all the photos you plan to use are in a digital format on your PC. Some edits require photo editing software (Photoshop, GIMP, Corel Draw…) This is covered in Section II.

Please complete the above before continuing on. If you have already completed the above then skip to Section II.

II) *Optimizing your Photos:*

Here are some steps to follow for preparing the photos themselves.

- 1) SIP requires photo filenames to be 80 characters or less, and have NO special characters ("!", "&", "@"…) and NO spaces in the filename. For example, the filename: **xb1221.jpg** is acceptable. The filename: **#~1xb 1221 platinum coffee urn.jpg** is NOT acceptable.

- 2) SIP requires photos to be in JPEG format (.jpg/.jpeg) or GIF format (.gif). File sizes cannot exceed 1MB. Ensure that all photos are in one of these two   formats. You may need photo editing software to convert or downsize your files.

When using Photo Editing Software:

Here are some considerations if you are using software to edit your photos prior to uploading them.

- ✓ Dimensions: Too tall or too wide will look odd on the search page.
- ✓ Quality: Poor quality images will not do justice to the product.
- ✓ Focus: Item should be featured prominently in image.
- ✓ Photos are encouraged but should be product specific, not logos or generic images.

Look at the following examples for guidance on optimizing your photos.

| Extremely Poor Quality	Not Focused	Awkward dimensions	Photo Not Accetpable	Just Right

III) *Copy images into the SIP photo directory:*

Once your images are optimized, they must be placed into SIP's photo directory. The default location for this directory is: C:\Program Files\SIPv7\photo. SIP will only "see" photos that are in this directory, so any photo you plan to associate with a product MUST be copied there.

IV) *Adding Photos while entering product records:*

If you followed steps I through III before you started entering products into SIP, then your photos will be selectable from the "photo name" drop down menu.

SIP makes it easy to choose a photo as you create each product record. Simply choose the appropriate photo from the list, and continue with creation of the record.
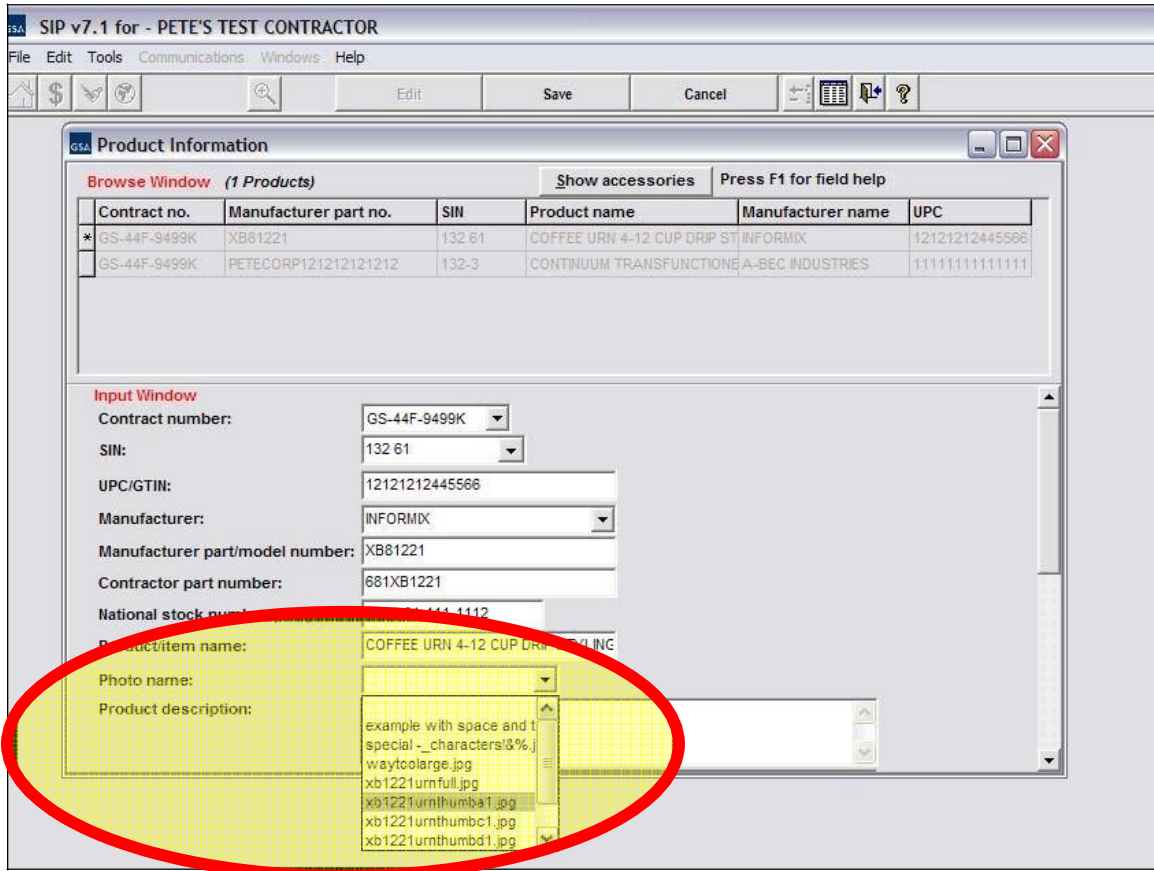

V) *Adding photos to pre-existing records.*

If you have already begun creating product records, but did not have photos handy when you started, then this section of the guide will show you how to revisit those items and add photos.

Run SIP and you will see the screen located on the next page. Look for the "Where do you want to go?" menu, and locate the "photos" link that is shown in the example below.
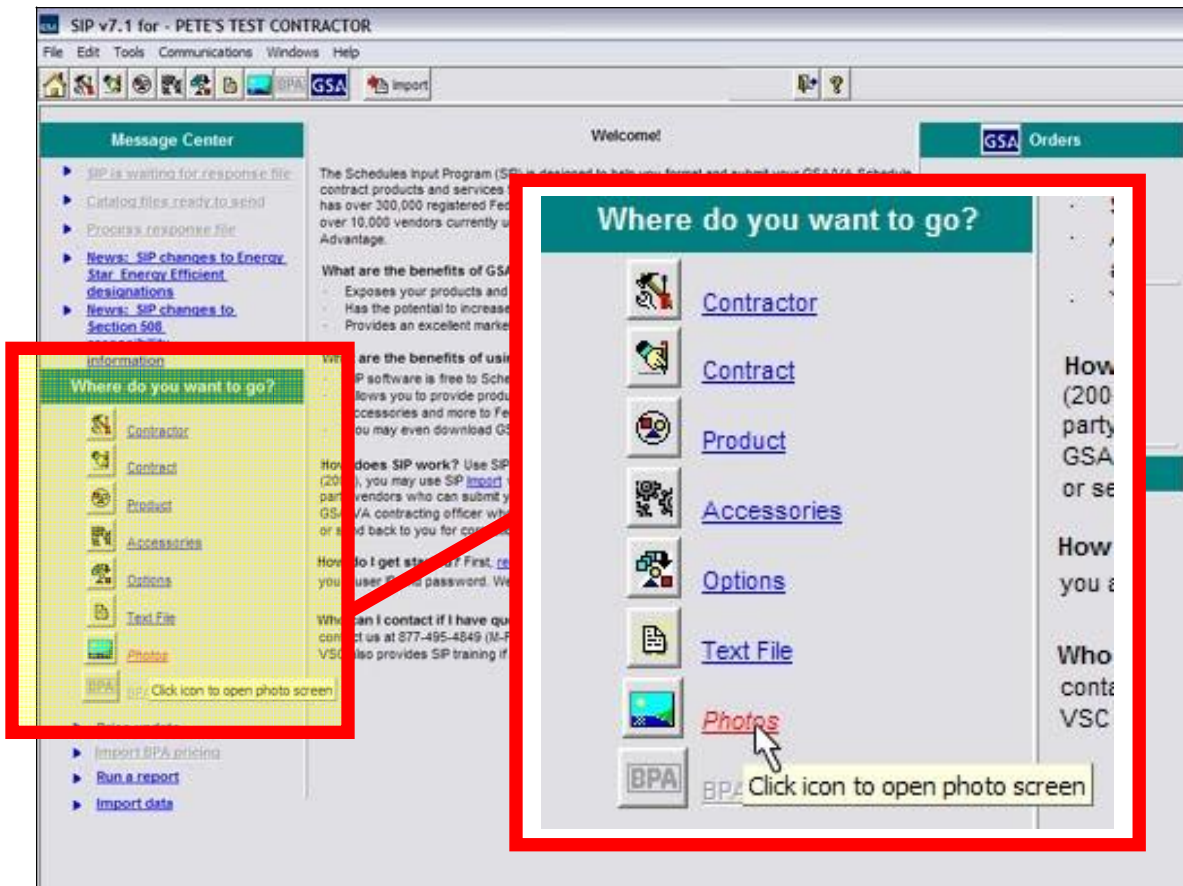
Clicking on "photos" will open the following screen.
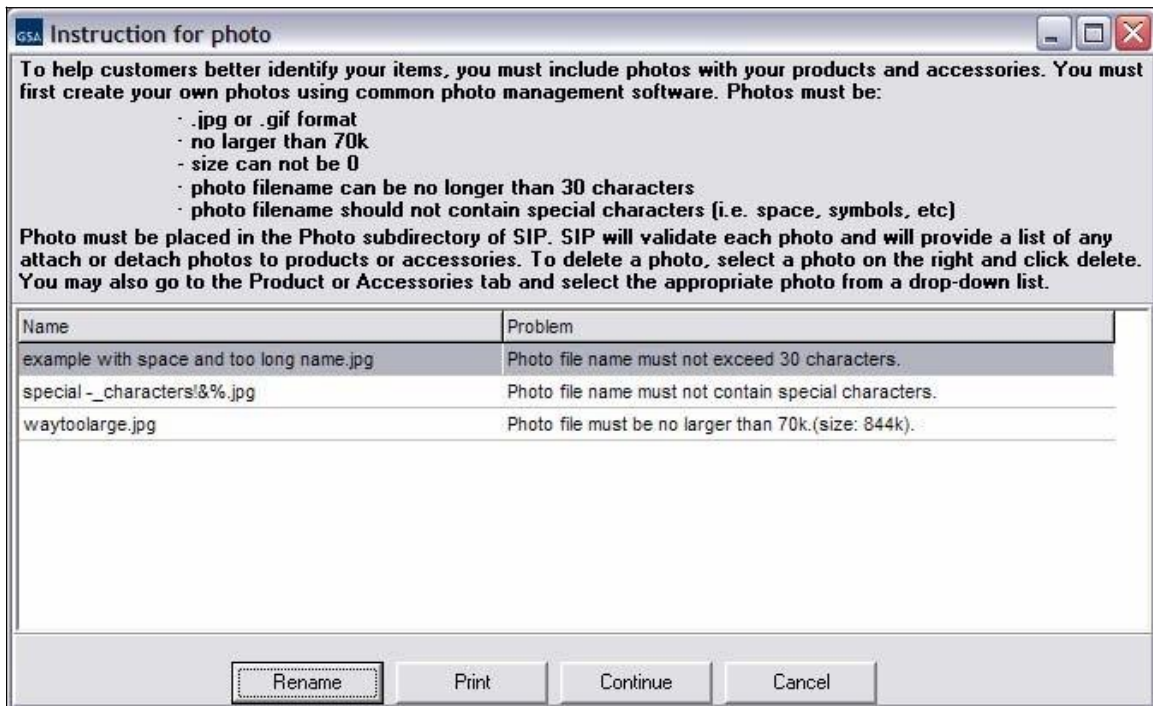
SIP will display a list of files that have problems, and it will provide a description of the problem to be fixed. Take note of the files that need to be fixed, and make the necessary changes.

If the above window contains NO files with problems, select "continue" to proceed.

You will arrive at the following screen, which lists the items under your contract. You can preview the photos you have by opening the "select a photo" drop down box, and clicking each filename.

When you come upon a photo you wish to assign to a product, simply double-click the "PHOTO" field of each product. SIP will assign whichever photo is currently displaying to whichever product you double click on. Please do not re-use photos unless product characteristics are identical.

Once you have completed adding photos, save your changes and follow the procedures to create and submit an electronic catalog file.