

Home Tech **SEO** *AND DIGITAL MARKETING*

Custom Shot List

For Home Service Professionals, Smart Home Automation, AV, and Home Theater Companies



Make your marketing feel as high-end as your work.

If you're in home automation, home theater design, or high-touch service industries, your visuals should reflect the sophistication, professionalism, and craftsmanship your business delivers every day.

This downloadable shot list was created specifically for businesses like yours; companies that want to stand out from the competition and connect with high-value clients through real, compelling images.

Whether you're working with a professional photographer or capturing content in-house, this guide will help you plan powerful, intentional visuals that elevate your brand and drive results. From before-and-after transformations to team culture, lifestyle moments, and smart tech in action, this checklist covers it all.

Tired of using the same stock photos as everyone else? This is your chance to build a visual library that's truly unique, unmistakably yours, and ready to impress.

Print it, share it with your media team, and keep it handy as you plan your next shoot.

Real photos tell real stories. Let's make yours unforgettable.

Table of Contents:

Technician / Team in Action

Client Interactions / Service Moments

Finished Project Showcases

Tools, Gear & Branded Equipment

Lifestyle Moments

Behind the Scenes

Video & B-roll Ideas

Company & Brand Identity Shots

Tips

Where to Use Your New Photos & B-roll Video

More Information

Summary / Contact Us

Technician / Team in Action

- ❑ A technician adjusting a smart thermostat on the wall
- ❑ Installing a touch panel or control system on a wall
- ❑ Mounting a flatscreen TV above a fireplace
- ❑ Running wiring through walls or ceilings (with safety gear)
- ❑ A two-person crew lifting/installing a large screen or projector
- ❑ Tuning a high-end speaker or soundbar in a living room
- ❑ Showing a client how to use a control app on their phone or tablet
- ❑ Programming smart lighting scenes in a home theater or kitchen
- ❑ Pairing devices with a voice assistant like Alexa, Siri, or Google Assistant
- ❑ Updating software or troubleshooting from a laptop or iPad on-site
- ❑ Projector calibration close-up
- ❑ Acoustic panel install

NOTES:

Client Interactions / Service Moments

- ❑ Shaking hands with a homeowner at the door (arrival or completion)
- ❑ A family being introduced to their new home theater setup
- ❑ Explaining the system interface to a homeowner
- ❑ A happy customer giving a quick testimonial on camera
- ❑ Providing a demo: “Watch this!” moment with blinds, lighting, music, etc.
- ❑ Helping a client connect their phone to the home audio system
- ❑ 24/7 emergency call service: tech arriving with tools or flashlight at night

NOTES:

Finished Project Showcases

- ❑ Full room view: sleek home theater with recessed lighting & ambient glow
- ❑ Cozy media room with clients seated and ready to watch a movie
- ❑ Living room with hidden speakers and invisible tech solutions
- ❑ High-end kitchen with under-cabinet lighting and smart voice controls
- ❑ Back patio or lanai with outdoor audio and weatherproof TV
- ❑ Close-up of flush-mount speakers, light switches, and touchscreen panels
- ❑ Night shots of smart exterior lighting illuminating a driveway or backyard
- ❑ Close-up of branded remotes or control panels on counters or tables
- ❑ A full shot of an AV rack, cleanly installed and labeled
- ❑ A drone shot of a luxury home exterior with smart tech inside

NOTES:

Tools, Gear & Branded Equipment

- ❑ Branded vans or service vehicles parked outside luxury homes
- ❑ Branded technician uniforms or polos with clean logos
- ❑ Tool bags or open kits with wire strippers, testers, and hardware
- ❑ Neatly organized cabling during installation
- ❑ Close-up of Ethernet or speaker wire terminations
- ❑ Unboxing a new smart home device or AV component
- ❑ Hand-holding remotes, thermostats, or automation devices
- ❑ Screen displaying room lighting scenes or temperature controls

NOTES:

Lifestyle Moments

- ❑ Family sitting on the couch enjoying movie night (popcorn, blankets)
- ❑ Dad controlling lights and music with his phone at a backyard BBQ
- ❑ Mom using voice commands to dim the lights during dinner
- ❑ Teenager adjusting the thermostat or playing music in their room
- ❑ Kids watching a Disney movie on a huge screen with surround sound
- ❑ Couple relaxing in a hot tub or lounge area with outdoor speakers playing
- ❑ Sunset shots of smart patio lighting and climate controls in use
- ❑ Homeowner using a tablet on the dock (connected to Wi-Fi)
- ❑ Elderly client using voice assistant to call for help or turn on security lights

NOTES:

Behind the Scenes

- ❑ In the shop: unpacking shipments, staging equipment for install
- ❑ Prepping wiring looms or cutting cables to size
- ❑ Team reviewing blueprints or smart system plans
- ❑ Technician labeling wires, updating logs, or testing connections
- ❑ Employee spotlight photos in the warehouse or with gear
- ❑ Loading a van with gear for the day's job
- ❑ Team high-five or casual moment after a successful install
- ❑ Company huddle or meeting before dispatching for service calls

NOTES:

Video & B-roll Ideas

- ❑ Time-lapse of home theater installation (from start to finish)
- ❑ Slow pan across an installed media room with music and lighting changes
- ❑ Voice command demo: “Alexa, turn on movie mode” + system activating
- ❑ Quick 15-sec explainer of a feature (e.g., setting up lighting scenes)
- ❑ Drone flyover of neighborhoods where installations were done
- ❑ B-roll of hands programming a touchscreen or remote
- ❑ Quick interviews: “Why we love our smart home setup”
- ❑ Nighttime exterior footage of smart lighting and gate control

NOTES:

Before-and-After Project Sequences

These longer-term, staged shot sequences tell the story of a complete transformation over time.

Ideal for:

- Home theater build-outs (from bare room to luxury experience)
- Outdoor entertainment areas (from basic patio to smart-integrated backyard)

Document:

- Day 1: empty space, old layout, or demo in progress
- Midpoint: wiring, installation, partial features
- Final: polished environment, styled, lit, and in use
- Lifestyle moment: family or client enjoying the completed space

Use consistent camera angles and lighting where possible for maximum impact.

NOTES:

Company & Brand Identity Shots

Every brand needs foundational images that go beyond projects and client work. These showcase the people, places, and elements that define your company.

Ideal shots include:

- ❑ Group shot of your full team (serious, smiling, and casual options)
- ❑ Headshots of owners, managers, and technicians (indoors and out)
- ❑ Action shots of employees working together in your shop or office
- ❑ Candid behind-the-scenes moments that capture team culture
- ❑ Your service vehicles (clean, branded, parked in front of a nice project)
- ❑ Your building exterior with signage (day and night shots)
- ❑ Interior shots of your showroom, reception area, or workspace
- ❑ Detail shots: your logo on uniforms, door decals, or printed materials
- ❑ Team huddles, installs being prepped, or service call dispatch moments

NOTES:

Tips

Capture both horizontal and vertical formats (great for websites and stories/reels).

Mix polished hero shots with real-life imperfection (coffee cups, toys, real homes).

Schedule lifestyle shots during golden hour for beautiful, warm light.

Always have clients sign photo/video release forms, especially for lifestyle shots.

Consider a mix of luxury installs and mid-range projects to show range and accessibility.

For DIYers, don't be too concerned about "framing" the shot. Stepping back a little bit gives your web or graphic designer room for strategic cropping.

Have anyone under the age of 18 facing away from the camera.

Where to Use Your New Photos & B-roll Video

Your new custom visuals are perfect for your website, brochures, sales presentations and proposals, team bios, blog posts, social media posts, local press, recruiting materials, and featured media.



The Secret to Higher-Performing Marketing? Real Photos.

From Generic to Genuine: Why businesses should invest in custom photoshoots over stock images. Stand out, build authenticity, engagement, and trust.

Accelerated Web Systems / May 15

For More Information:

[The Secret to Higher-Performing Marketing? Real Photos.](#)

Summary: Custom Photos Are Worth the Investment

Stock photos might be convenient, but they're not memorable.

When you rely on the same generic images your competitors use, you miss a golden opportunity to stand out, build a connection, and show the real value of your work.

Investing in a professional photo shoot isn't just about looking polished. It's about capturing your craftsmanship, your team, your client experiences, and the lifestyle your services make possible. These aren't just images. They're marketing assets you can use for years to come.

Custom visuals help you:

- Build credibility and connection with prospects
- Increase engagement across your website and social channels
- Improve SEO with original, optimized images
- Tell your story in a way no stock photo ever could
- Strengthen your brand in every piece of marketing you publish

Whether you're designing high-end home theaters, automating luxury estates, or delivering top-tier service calls, your work deserves to be seen and remembered.

Ready For a Website That Dominates Search & Attracts Leads?

We design revenue-focused, SEO-optimized websites for Home Service Pros and Smart Home companies, filled with strategic content, and built to showcase your best work.

Want to attract higher-paying clients through organic search?

👉 Let's talk. hometechseo.com/intro-call