

If you're launching an ecommerce store, you know how important product photos are to converting your visitors into buyers. These images are your opportunity to showcase your products and make them look their best, and [background removal](#) will help you capture them from multiple angles without including distracting details that don't add anything to the image-like an empty room or a messy background! Here are three tips for getting great product photos with little effort.



### 1) The Importance of a Clean Background

The truth is, if you're selling products on your website or social media, the background of your product photo can make or break a sale. If you have an image with an irrelevant background and don't have time to edit it out, try cropping the photo and removing the background from the section you want to focus on.

☰ 5 reasons to use an image background removal service for your ecommerce product photos

### 2) How to Remove Backgrounds in Photoshop

-Use the Pen Tool: If you want to **remove a background** from just one object, like an apple in a bowl of fruit, use the Pen Tool. Create a path around the object by clicking and dragging your mouse or stylus. Once you've created the path, right click on it and select Make Selection. Then go to Select -> Modify -> Expand and expand your selection by 1 pixel so that Photoshop recognizes all of the pixels around your object as part of your selection.

### 3) How to [Remove Backgrounds](#) in Lightroom

1. Open the photo in Lightroom and press Ctrl + Shift + N to create a new layer with a copy of your photo. 2. Select the brush tool and make sure that your foreground color is set to black and your background color is set to white. 3. Paint over the area where you want the background removed until it's completely gone! 4. When you're satisfied with your work, merge down the top layer by pressing Ctrl + E or go to Layer > Merge Down

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