

Cleaning photo shot list

Choose one result and record how to repeat the shot. Use a job reference here, not a client address. Fill the yellow fields in a PDF reader or print the sheet.

Job / photo-pair reference and date

Item, room area and work to show

Camera spot, height, lens/zoom and light setup

Keep out of frame / limits that must be explained

Crew checks

- ☐ Client and photo-use permission checked; channels and limits recorded.
- ☐ One item or area chosen; no people, address, paperwork or private reflections in frame.
- ☐ Before taken before that task begins; no dirt added or moved to make it look worse.
- ☐ Camera position, height, lens/zoom, lighting and framing noted.
- ☐ After shows the same item and frame, under matching light; finish is dry where relevant.
- ☐ Originals saved; no dirt, stains or damage digitally added or removed.
- ☐ Final pair and caption checked against the actual work and sent for approval.
- ☐ Office approval recorded; only the agreed channels and versions used.

Before and after filenames / private folder reference

Permission and posting record

A record to support your approval process, not a legal release or a substitute for local advice. Client permission and rights to use the photo are separate checks. No boxes are approved by default.

Permission record / related job reference

Person approving and their authority for this property / business

Photographer / rights owner and permission or ownership record

Named website, accounts and allowed uses (be specific)

Uses the approver has agreed to

- ☐ Named website ☐ Named social accounts ☐ Business Profile
- ☐ Named paid ads (separate approval)

Limits, end date, excluded areas and removal contact

Exact photo filenames and caption version approved

Approval date and message / signed-record reference

Office reviewer and date checked before posting

Store the approval evidence privately. A typed name here is a record, not a verified digital signature. If permission is unclear, do not post. If asked to stop, pause future use and handle removal of copies you control; explain any limits on copies shared by others.

Matching layout and caption starters

Layout example only - these boxes are not cleaning photos. Replace them with an approved real pair. Keep the same subject, light, lens and angle. On a phone, show both images large enough to compare.

BEFORE

Same item and same framing

Your approved photo goes here

AFTER

Same item and same framing

Your approved photo goes here

Shower glass

Shower-glass cleaning in [service area]. We cleaned [glass faces and tasks included]. [Marks or damage still visible, if any]. These photos show this job's result. Ask about shower-glass cleaning at [one contact link].

Kitchen surfaces

Kitchen surface cleaning in [service area]. This visit covered [countertops, splashback and sink, if included]. [Items moved only with permission / remaining limits]. Inside appliances were [included / not included]. Request a quote at [one contact link].

Office break room

Break-room cleaning for an office in [service area]. We cleaned [tables, counters, sink and other included surfaces]. [Any remaining marks or excluded work]. No staff or private work details are shown. Ask about office cleaning at [one contact link].

Before using a caption

Replace every bracket. Remove tasks you did not do. Explain visible limits. Do not claim the photo proves disinfection, stain removal or a guaranteed result. Do not shame the client or name their exact location.

Sources checked September 14, 2026

Google business photo guidance

Photo rights: U.S. Copyright Office

Truthful ads: FTC