

# Best Practices for a Successful Listing Storybook

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## How many photos do I need of my listing?

The minimum size for a listing storybook is 6 pages.

The maximum size for a listing storybook is 20 pages.

Studeo recommends at least 15 photos set in a chronological order or walkthrough to be used to tell your listing's story

# Photos	# Pages	For Book Size
12-16 photos	6-page listing book	Minimum size book
18-28 photos	14-page listing book	Medium size book
48-62 photos	20-page listing book	Maximum size book

1. Above is a rule of thumb. You can upload more than the number shown.
2. Estimate about 2 stationary image blocks and 1 "moving" one per page. Ai will place them.
3. More photos can be used on a page if several are clustered into a "slide show" image block.
4. If you upload a couple dozen photos and Ai builds a book that's only around 6 pages long, check if some of your photos weren't incorporated into slideshows.

## Size of photos

If your images are too large (over 10MB) you may want to use a system like Adapter to compress the file size, and if they are too small (appear "gritty" when uploaded) services like [letsenhance.io](https://letsenhance.io) can get your images clear and crisp at a higher resolution!

# Listing storybooks use Artificial Intelligence (Ai)

Only listing books are built with Ai at this time. They are working at integrating the resource into their other templates, but that is down the road.

Ai will look at your photos, decide the “story” for each photo, place them in a flipbook along with Ai generated text. Here are some tips and reminders to get the best storybook using Ai requiring the least amount of editing.

1. Do a bit of housekeeping first. Place your photos loosely in groups - exterior photos together, main rooms, bedrooms/baths together, etc.
2. Ai will often find empty rooms confusing since there’s few identifiers in each image. It will ask you to identify (label) them once you’ve uploaded them. So, to save a step, you might want to give each image a name that helps identify it (bedroom1, bedroom2, guest room, etc. rather than “image-235”).
3. If you have multiple buildings on your listing property (detached garage, carriage house, barn, etc.) you will want to load the photos for each building separately.

## Using Videos & Cinemagraphs

Any image slot in your storybook template that features a magic wand in the top left corner is a candidate for interactive media.

There are two types of videos that can be integrated into a Studeo storybook.

1. The first type is a standard video, to add a video, click the “Select the type of Interactivity” button when hovering over an image within your storybook. Click on "video" and proceed to upload a video.

Videos can be brought in from Google Drive, Dropbox, Vimeo, or by using a direct upload from your computer's files. You may set the video to auto-play with its audio muted when playing (but can be turned on by the viewer) or to have it play when clicked, without having the audio muted.

*Note: there is a 500MB restriction on files uploaded from your computer. There is no restriction on how long the video is as long as it is under 500MB.*

2. The second type of video is called a cinemagraph. While cinemagraphs are technically video files, you can think about cinemagraphs more like moving photographs. They are moments in time that come to life to create an experience or highlight something important within a chapter of your storybook.

Cinemagraphs loop endlessly and don't require the end user to hit a play button.

## Ingredients for a Great Storybook:

To take your storybook up to the next level, here are other assets you may choose to use in your listing book to increase retention & engagement:

### Videos

Adding in an introduction or overview video in some place in the first three pages is ideal. Ensure that it includes an audio component as well. Place this type of video into larger interactive regions at least ½ page in size or better yet, similar to the size of the cover photos. This is your best bet to keep people watching them fully before continuing on.

### Cinemagraphs

Cinemagraphs go well with other interactive regions, and provide a simple illustration of some of the features you'd need to explain or highlight.

A cinemagraph is a video that has been set to play with no controls or audio, but to automatically loop. There is a stock cinemagraph library filled with lifestyle imagery in the design wizard for you to use while creating your listing book.

## 3D Tours / Matterport

3D tours, scans or other types of engagement based media are fantastic tools to have in a storybook, providing a walkthrough of a space without leaving the comfort of home, are a great addition to any project.

These are generally added by using a link. If you are used to using the matterport or virtual tour link in the link option in your MLS listing, consider embedding that link instead in your listing storybook and then loading the full storybook in the interactive link spot in MLS.

These are the types of 3D tours currently supported in StudeoHQ:

- [Matterport](#)
- [iguide](#)
- [Zillow 3D Tour](#)
- [Immoviewer](#)
- [Asteroom](#)
- [Ricoh 3D Tours](#)

### To Add a 3D Tour:

To add a 3D tour to your project, hover over an interactive space (indicated by the magic wand in the top corner, then click the “add interactivity” button.

Select the “3D” option and paste in the URL of your tour.

If you need an example of the format of the URL that we accept, simply hover on the 3D tour option and an example will display at the bottom of the window. Or, play this vimeo tutorial: <https://vimeo.com/567113102>

Make sure to remove any additional spaces, slashes (/) or & symbols at the end of your URL. These extra items can prevent the system from reading the 3D tour URL and may cause it to fail.

Click the check-mark in the top right corner to save.