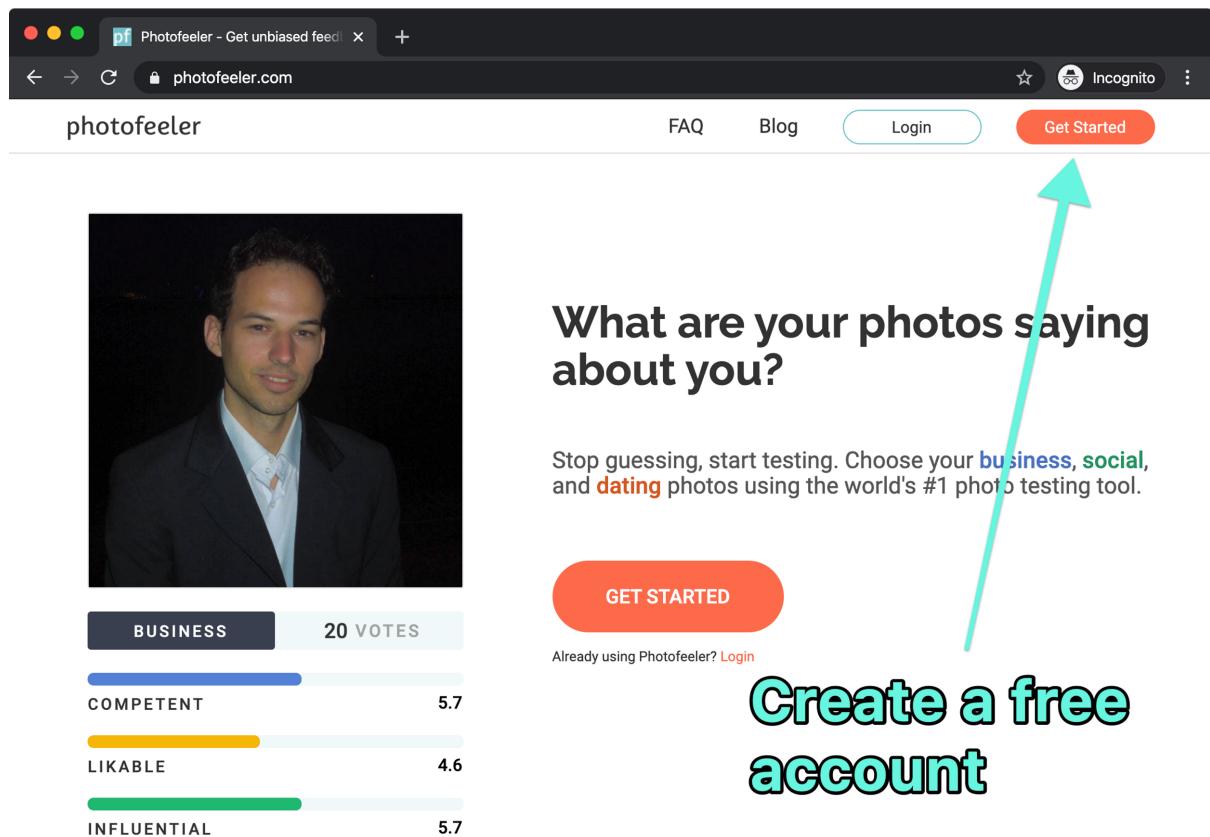


Step 1: Create a Photofeeler account.

Go to <https://www.photofeeler.com/> and create a free account.



The screenshot shows the Photofeeler homepage. At the top, there is a navigation bar with the Photofeeler logo, a search bar containing 'photofeeler', and links for 'FAQ', 'Blog', 'Login', and a prominent 'Get Started' button. A teal arrow points from the 'Create a free account' text down towards the 'Get Started' button. The main content area features a portrait of a man in a suit. Below the photo, a dark blue bar indicates 'BUSINESS' with '20 VOTES'. To the right, there are four horizontal bars representing different traits: 'COMPETENT' (blue, length 5.7), 'LIKABLE' (yellow, length 4.6), 'INFLUENTIAL' (green, length 5.7), and another unlabeled blue bar (length 5.7). A small note below the bars reads: 'Above: Real test results for 12 varying photos of the same person.' On the right side of the page, the text 'What are your photos saying about you?' is displayed above a paragraph encouraging users to choose their 'business', 'social', and 'dating' photos. A large, bold, teal 'Create a free account' button is positioned at the bottom right.

What are your photos saying about you?

Stop guessing, start testing. Choose your **business**, **social**, and **dating** photos using the world's #1 photo testing tool.

GET STARTED

Already using Photofeeler? [Login](#)

Create a free account

Trait	Score
BUSINESS	20 VOTES
COMPETENT	5.7
LIKABLE	4.6
INFLUENTIAL	5.7

Above: Real test results for 12 varying photos of the same person.

Step 2: Earn "Karma"

Photofeeler can be used for free by earning "karma" through voting on other people's photos.

Screenshot of the Photofeeler website showing a user interface for rating a person's portrayal.

The top navigation bar includes: Vote - Business, photofeeler.com/vote/business, Incognito, and a menu icon.

The main title is "Is this person portrayed as...?" with Karma: High (0) and Credits: 0.

A dropdown menu shows "BUSINESS".

A portrait photo of a woman with short brown hair, wearing a purple floral top.

Three rating scales are displayed:

- Competent**: SMART, CAPABLE. Options: 3 (Very), 2 (Yes), 1 (Somewhat), 0 (No).
- Likable**: FRIENDLY, KIND. Options: 3 (Very), 2 (Yes), 1 (Somewhat), 0 (No).
- Influential**: LEADING, IN CHARGE. Options: 3 (Very), 2 (Yes), 1 (Somewhat), 0 (No).

A note field says "Leave a note (optional)" and "This person seems ...".

Tags include: custom, photo!, bg!, smile!, outfit!, professional, aggressive, arrogant, bland, fake, forced smile, intense, outdated, sad, timid, tired, too flirty, uncomfortable, unprofessional, young.

Buttons at the bottom include: REPORT, SKIP, Karma (highlighted in orange), and a "Get Credits" button.

Screenshot of the Photofeeler website showing a navigation bar.

The top navigation bar includes: Account (with a profile icon), Resources, and Help a friend! (with a downward arrow).

Step 3: Buy "Credits"

Alternatively, you can buy credits instead.

The screenshot shows a web browser window for the URL photofeeler.com/credits. The page title is "pf Credits". The main heading is "Get Credits" with a "Credits: 0" badge. Below it, a section titled "Spend credits to get:" lists four benefits: "Faster test results", "A guaranteed number of votes on tests", "Multiple photo tests running at once", and "Results without voting". There are four purchase options in boxes: "40 Credits" for \$9, "100 Credits" for \$19, "250 Credits" for \$39, and "650 Credits" for \$79. Each box has a "Buy" button and a note about SSL-Encrypted Secure Checkout powered by Stripe. A blue button at the bottom says "Use PayPal Instead".

Credits	Price
40 Credits	\$9
100 Credits	\$19
250 Credits	\$39
650 Credits	\$79

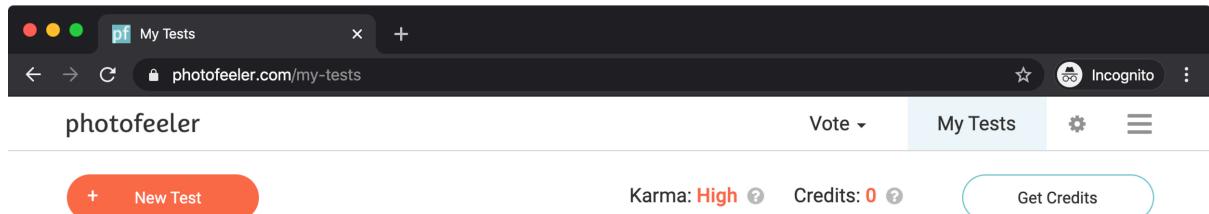
How Credits Work

The exchange rate is 1 Credit = 1 Vote. (Simple!)

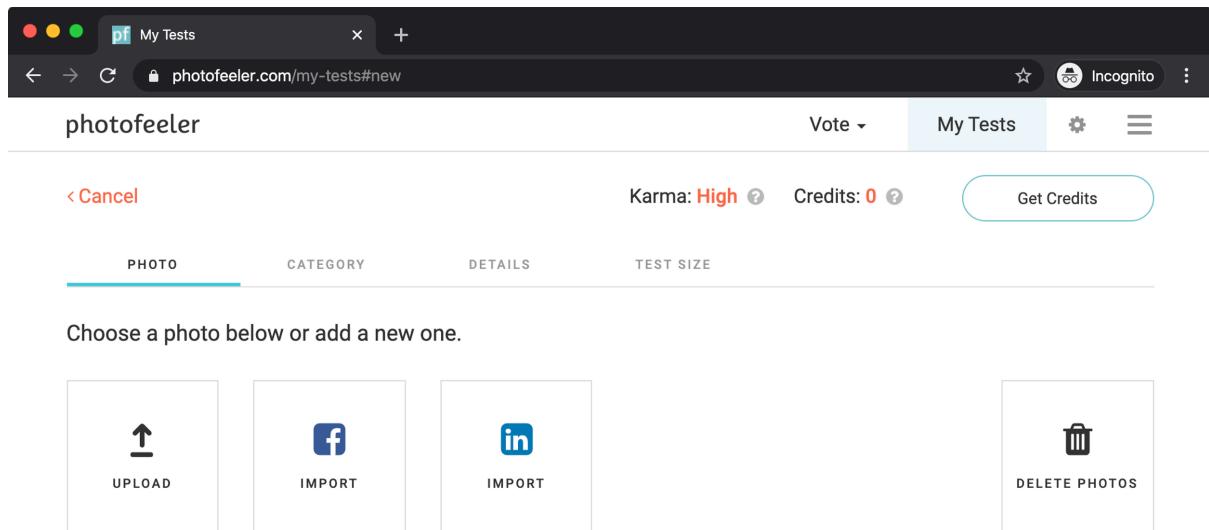
Step 4: Create your first test

Select "My Test" from the menu.

Then click on "New Test" on the top left.



Upload a new photo that you want to test for your LinkedIn profile. You can also import an existing photo from Facebook or LinkedIn if you want.



Select "business" as your category. This will ask users to rank your photo in three categories: Competent, Likable and Influential.

Screenshot of the photofeeler.com interface showing the 'CATEGORY' tab selected. A portrait photo of a man is displayed on the left. On the right, the question 'What category of test is this?' is asked, with options for BUSINESS, SOCIAL, and DATING. The BUSINESS option is highlighted.



Karma: High Credits: 0

Get Credits

PHOTO CATEGORY DETAILS TEST SIZE

What category of test is this?
Each category tests different traits.

BUSINESS SOCIAL DATING

Traits: Competent, Likable, Influential

Next

Enter your professional title. This gives photo voters more context and allows them to give you better feedback in terms of whether or not a specific photo would work for this role title.

Screenshot of the photofeeler.com interface showing the 'DETAILS' tab selected. The 'BUSINESS' category is selected. A portrait photo of a man is displayed on the left. On the right, there is a field labeled 'Add context' with the placeholder 'What is your professional title?' and a 'Next' button.



Karma: High Credits: 0

Get Credits

PHOTO CATEGORY DETAILS TEST SIZE

BUSINESS

Add context
What is your professional title?

Next

Select your test size. Click on "Karma Test" if you want to use your karma points or select one of the paid credits tests if you want to get faster results.

The screenshot shows a web browser window for photofeeler.com. The URL is photofeeler.com/my-tests#new/p20vsmdhiftk0cwo/uWKXUop89-YeEdBwqLpNu7hez3vkpNEM. The page title is "My Tests". The main content area is titled "photofeeler". At the top right, there are buttons for "Vote", "My Tests", a gear icon, and a menu icon. Below this, there are buttons for "[Cancel](#)" and "Get Credits". The main section has tabs for "PHOTO", "CATEGORY", "DETAILS", and "TEST SIZE", with "TEST SIZE" being the active tab. On the left, there's a photo of a man with a "BUSINESS" category label. Below the photo, the title is listed as "Marketing Strategist". On the right, under "Which test size?", there are six options: "Karma Test Free" (free), "Rough Test 10 Credits / 10 votes" (10 credits), "Standard Test 20 Credits / 20 votes" (20 credits), "Precise Test 40 Credits / 40 votes" (40 credits), "Very Precise Test 80 Credits / 80 votes" (80 credits), and "Custom X Credits / X votes" (custom). Each option has a red play button icon to its right. A "Get Credits" button is located at the bottom of this list.

That's it. Your test is complete. Now you have to wait until you see your results.

My Tests

photofeeler.com/my-tests#view/t55em8ahl5u8scow

Incognito

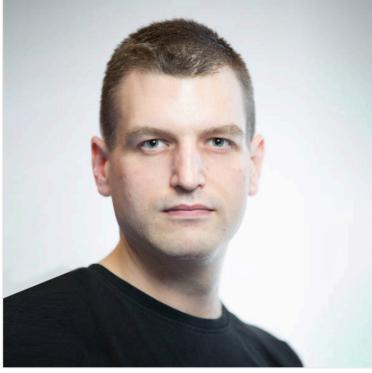
photofeeler

Vote ▾ My Tests

< Back Karma: High Credits: 0 Get Credits

STATUS ACTIVE VOTES 0 + Add Votes

BUSINESS



Your test is now active!

Results should start rolling in here soon.

In the meantime, how about [shooting out a few votes?](#)

TITLE
Marketing Strategist

Step 5: Evaluate your results

Upload at least 2-3 photos and get at least 10-20 votes for statistical significance.

Once you have enough data points, review your results and compare photos with each others.

Which performed the best? And which of the three dimensions is most important to you.

If you received below average results, check out the notes section. It often contains helpful comments that allow you to understand why people voted the way they did.

If you found a winner, upload it to your LinkedIn profile.

