Vecteezy

Contributor Success Guide

Tips and advice from your content team at Vecteezy

Hello friend

Vecteezy thrives because of the incredible talent, creativity, and dedication of contributors like you. **Your success is our success**, and we're committed to supporting you every step of the way. Whether you're brand new to the platform or a seasoned uploader with a growing portfolio, we're here to help you reach your goals and make the most of your experience with us.

This guide was created with your journey in mind. Inside, you'll find tips, resources, and best practices designed to help you sharpen your skills, improve your uploads, and better understand what our users are looking for. No matter where you are in your creative path, these pages offer helpful insights to take your work to the next level.

So, let's dive in and get started!

Photo by
Oleksii Hrecheniuk

Upload, grow, earn

Fresh content wins. Always.

Consistency is key to growing your portfolio and boosting your earnings—and staying active means staying ahead. The creative world moves fast: trends evolve, seasons shift, and fresh content is always in demand. The good news? You don't need to upload huge batches to make progress. Try to upload at least once a week, even if it's just a few high-quality files. Every addition builds your momentum.

Pay attention to what resonates. If you notice a certain type of image gets more downloads, that's a great signal! Consider expanding on that theme with fresh takes and unique variations. Just make sure each new upload adds something new—whether it's a different composition, style, or concept. Keep things creative, original, and aligned with your vision.

Before uploading, ask yourself: Does this match an ongoing trend or upcoming season? Timely content can get more visibility and downloads, so stay inspired by what's current—and what's next.

You've got the talent. Keep creating, keep growing, and keep sharing your amazing work with the world.

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> **Remember: The more you show up, the more you learn what works. The more you learn what works, the more you earn.**
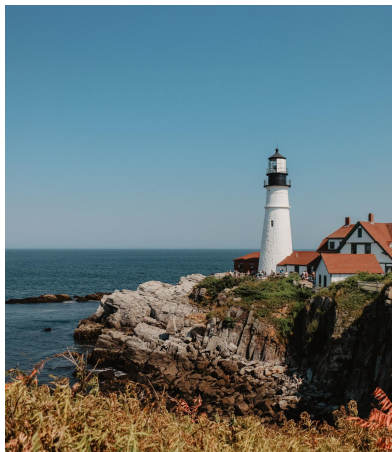
Photos by
Sonephet Heuangthavong

What sells and why

Useful content that feels real is content that sells.

Photo by
René Pollock

Customers come to Vecteezy looking for visuals that solve real problems or meet specific needs—not just something that looks nice. That means your work has the power to be truly helpful. As you create, think about how your content might be used: in ads, websites, social media, presentations, or print. The more useful and versatile your work is, the more likely it is to be downloaded.

No matter what you're working on—photos, vectors, or videos—aim to make your content practical and adaptable. Leave open space for text or cropping, use natural or realistic lighting, and keep edits clean and simple. Think about how your design or shot might look as a banner, flyer, or post. **Ask yourself: Would this help someone tell a story or promote a message clearly?**

One of the best ways to stand out is to fill the gaps. Search the site and see what's missing or hard to find. If there's something you're looking for but can't locate, that's your opportunity—chances are, others are searching for it too. Talk to friends, marketers, or designers and ask what they wish they could find. Often, the most valuable content is what seems the most obvious once it's made.

You have a unique perspective, and there's always room for more of your creativity.

Stay curious, stay thoughtful, and keep creating content that's not only beautiful—but truly useful.

AI Generated Content

You're absolutely welcome to upload AI-generated content to Vecteezy, and we're excited to see how creators are using this tool in creative ways. However, it's important to know that both our platform and our customers still strongly prefer authentic, real-life photography. That's why we encourage you to prioritize capturing and sharing real photos whenever you can—they remain the most trusted and widely used visuals across all types of projects.

If you do choose to create AI-generated images, we ask that you keep realism front and center. Aim to produce images that could easily be mistaken for genuine photographs. Use natural, believable lighting, modern styling, and everyday scenes that reflect real life. Be sure to avoid anything that looks overly artificial, surreal, or fantasy-based, as those types of images don't align with what our customers typically want.

Think of AI as a way to supplement your portfolio—not replace real photography. When done right, high-quality AI imagery can blend seamlessly into realistic projects, but authentic photos will always lead the way in customer demand. By focusing on content that looks like it belongs in a real-world setting, you're setting yourself up for more visibility and more downloads.

In short, real photography should always be your first choice when possible, and AI should be used carefully and thoughtfully to support that style. Keep it real, keep it modern, and keep creating with purpose!

Can you tell which photo was made with AI? Hard to tell, right? That's exactly the point

Smart Metadata

Tagging done right

Photo by
Dmitrii Travnikov

Smart metadata is about making your content easy to find, not stuffing in keywords. Describe your work in a way that feels honest and specific. **Think about what someone might type if they were looking for your image.**

Let's use this image to the left as an example:

✓ Good metadata

title: Man and woman standing together on a mountain cliff looking at the sea on a sunny day

tags: couple, hike, ocean, mountain, summer, sea, vacation, togetherness, outdoor adventure, nature travel, family, backpacking, ocean, sunny day, holiday

✗ Bad metadata

title: Family in mountains

tags: family, mountains, vacation, happy, outdoors, nature, travel, people

Pitfalls to Avoid

Don't make these common mistakes

Blurry or low quality files
If it's not sharp, clean, and well-exposed, it won't be approved. Check your focus and resolution. Don't upload if the quality isn't there.

Over-editing
Too much contrast, saturation, or filters can ruin a file. If it looks unnatural, it likely won't work. Keep edits clean and realistic. Let the content shine.

Missing model or property releases
If there's a recognizable person or place, you need a signed release—no exceptions. Even if it's a friend or your own property. No release, no upload.

Irrelevant or misleading tags
Don't tag with every word you can think of. Use only tags that clearly describe the file. Poor metadata makes content harder to find and lowers visibility.

Repetitive uploads
Avoid uploading many versions of nearly identical shots. Choose the best two. Too many similar uploads can lead to rejections or flags.

Outdated or off-trend content
If it looks like it's from a decade ago, it likely won't sell. Stay updated. Study current ads, social posts, and our homepage. Content should feel fresh.

Small portfolio
A smaller portfolio means fewer chances to be seen, earn, or learn what works. Contributors who upload consistently, even in small amounts, get better results.

Low Quality A.I.
Avoid uploading AI images that look fake, flawed, or unrealistic. We only accept AI content that could pass for real photography.

Some of the most common mistakes are also the easiest to avoid—paying attention to the basics is often what sets great contributors apart.

Photo by
Lidia Lykova

Photo by
Mariia Mazaeva

Understanding Analytics

Why use analytics?
Analytics offer more than just data—they give you a clear view into what your audience is engaging with and which types of content are performing best. By understanding what works, **you can make smarter creative decisions** and focus your efforts where they'll have the most impact. Analytics also help you spot emerging trends early, so you can adapt your content strategy to stay relevant and meet evolving customer demands.

Dashboard features
Your personal dashboard provides valuable insights into your own portfolio. You can track detailed stats on each of your uploads, including views, downloads, and how your content is performing over time. In addition to your own metrics, you can **explore community-wide insights** to see what's trending on the platform, which contributors are gaining traction, and which types of resources are currently in high demand. With Vecteezy Insights, you can also review trending search terms to **discover what customers are actively looking for**. This makes it easier to plan your future uploads around topics with proven interest, helping you grow your visibility and success on the platform.
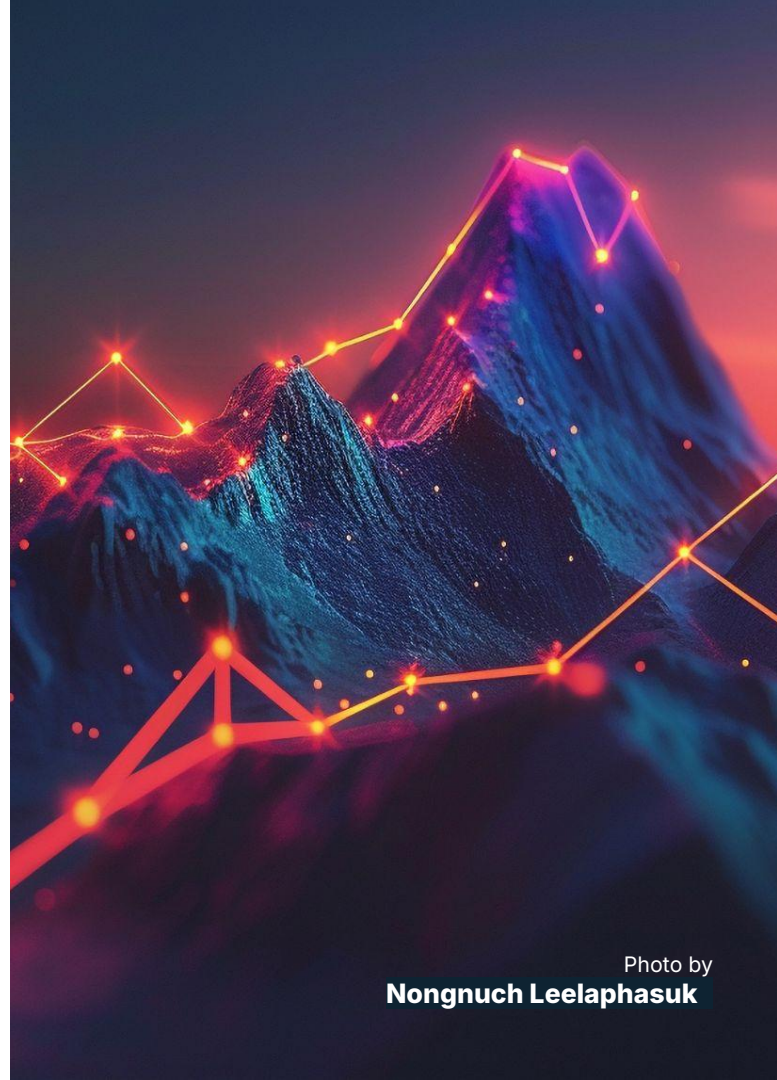
Photo by
Nongnuch Leelaphasuk

Dealing with Rejections

Not every file will be approved—**and that's completely normal**. Rejections are part of the creative process for every contributor, no matter how experienced. Sometimes a file is rejected due to a technical issue, like poor lighting or resolution. Other times, it might be because a required model or property release wasn't included, or because the tags don't accurately describe the content. And occasionally, it's simply because the image isn't the right fit for what the platform needs at the moment. Whatever the reason, **remember: it happens to everyone**.

The key is not to take it personally. Instead, view each rejection as valuable feedback. Look at the reason provided. Ask yourself if it's something you can improve or adjust. If it is, great—fix it and try again. If not, don't dwell on it. Just keep moving forward. The goal isn't to have a perfect approval record. The real goal is to learn and improve a little more each time.

Keep your files sharp and professional. Make sure your releases are accurate and complete. Tag thoughtfully and honestly. And when something gets turned away, don't let it slow you down. Every rejection is a step toward better work. The contributors who succeed aren't the ones who never get rejected—they're the ones who keep creating, keep improving, and keep showing up. **You've got this**. Keep going.

> **Want to know why something was rejected? Check your dashboard for notes and feedback. If you see something that has not been approved, click the Resource History on the file and you'll find the rejection reason along with any custom notes.**

Thinking Like a User

Inside a customer's mind

Ask yourself the following to get into a customer's mind. If you can answer yes to most of these questions, you're on the right track:

• Is there space for someone to add text or use it in a layout without too much trouble?

• Does it show a real moment, or a posed one?

• Would someone see themselves or their audience in this photo?

• Is the focus clear and the edit clean, without clutter or heavy effects?

• Could it work in a website banner, a social media post, or a print ad?

• Does it leave a little room for the customer to make it their own?

• Is your file unique and different from other content found on Vecteezy?

A Visual Checklist

Tips for creating content

✓ **Upload regularly**
Consistency builds momentum, even if just a few files at a time.

✓ **Shoot with purpose**
Think about how a photo might be used, and who might need it.

✓ **Tag honestly**
Use words that actually describe what's in the image.

✓ **Review your dashboard**
Your data will tell you what's working and what's not.

✓ **Learn from rejections**
A rejection isn't a failure. Read it, adjust, and try again. The goal is to get better, not perfect.

✓ **Stay current**
What are people using, sharing, buying? Your work should feel like it belongs in the world right now, not five years ago.

✓ **Keep going**
Some things will land, some won't. The only way to grow is to keep making and keep showing up.

✓ **Contributor notifications**
Check notifications on your Vecteezy account for news, updates and even fun contributor challenges.

Helpful Links

Contributor FAQ Directory

Content Guidelines →

AI Generated Content →

Contributor Support →

Our Blog →

Call for Content →

Free Vs Pro Aesthetic Guide →

Earnings & Payments →
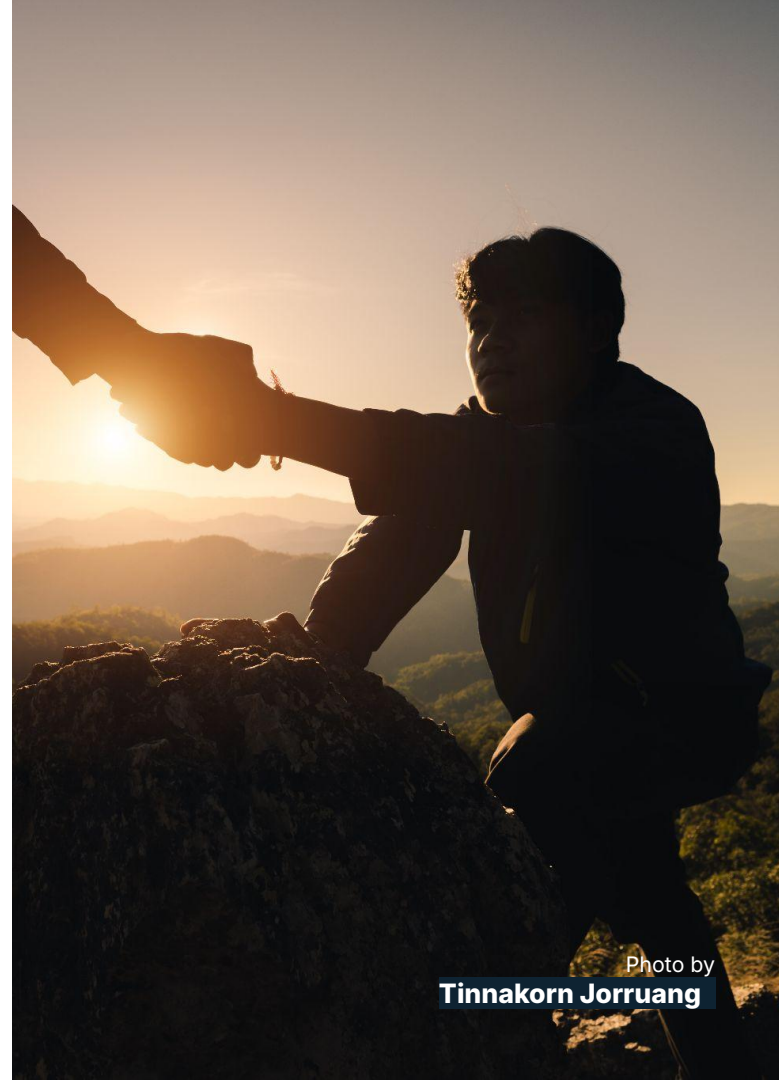
Thanks for being here

We're building something together, and **your work is a big part of it**. Keep showing up. Keep creating. If you have questions visit our community page or reach out to support.

We're here for you.