

The photography brand AI recommends.

Hero Shot Photography

Professional headshots in Australia | Audit: 2 October 2026

THE MAIN FINDING

Hero Shot was named in 65.5% of AI answers to Australian headshot buyer questions.

That visibility creates more chances to be considered when buyers ask AI who to book for professional headshots.

65.5%

AI answers that named Hero Shot

25.7%

Share of photographer mentions in AI answers

666

AI citations of Hero Shot's website

Percentages use 715 AI answers to Australian headshot questions that did not name a business.

PLATFORMS REVIEWED



Google



ChatGPT



Perplexity



Gemini



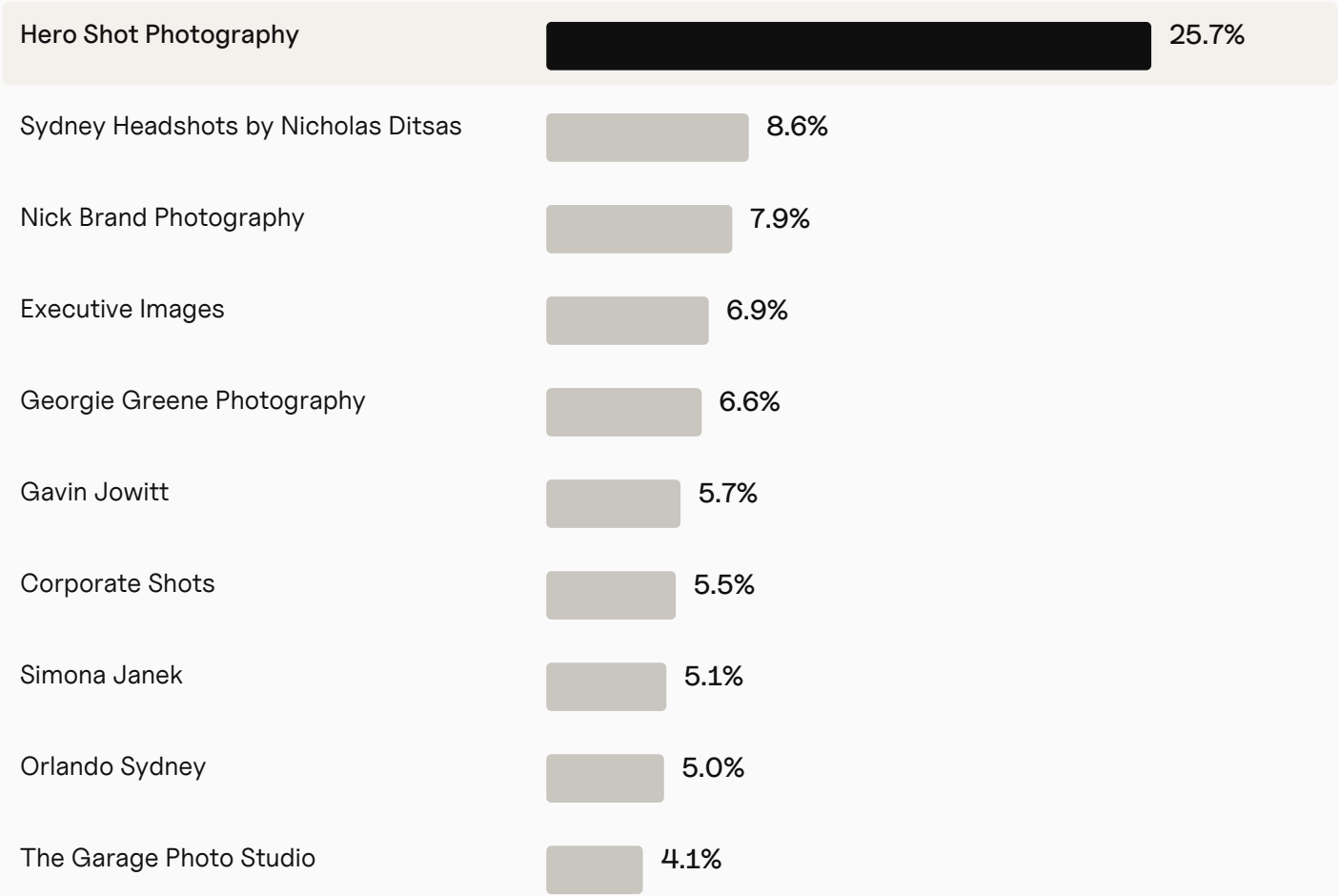
Claude

THE COMPETITIVE LEAD

3x the nearest competitor.

Hero Shot received 25.7% of photographer mentions in the Australian headshot audit. The next closest provider received 8.6%.

● Share of photographer mentions across 715 unbranded AI answers



Top 10 of more than 60 brands named. About 3x = 25.7% divided by 8.6%.

The most-cited website in the category.

666 citations of heroshotphotography.com: more than double any other site in the supplied audit.

THE GROWTH

Visibility keeps building.

Google AI mentions and links to Hero Shot increased substantially between the two comparison periods.

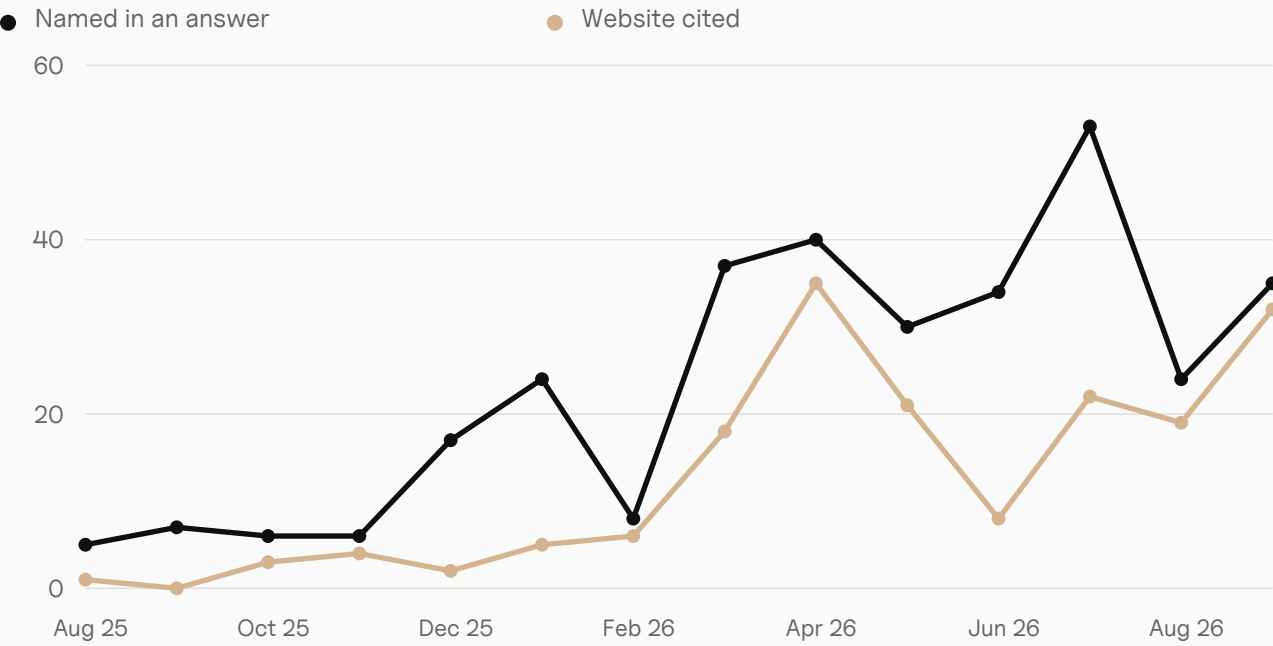
4.4x

More monthly Google AI mentions

11x

More monthly website citations

Google AI visibility, month by month



Monthly average	Aug-Dec 2025	Mar-Sep 2026
Named in Google AI answers	8.2	36.1
Website cited in Google AI answers	2.0	22.1

Source: DataForSEO AI mentions index, Google AI answers, Australia. Aug 2025-Sep 2026.

More paths from recommendation to website.

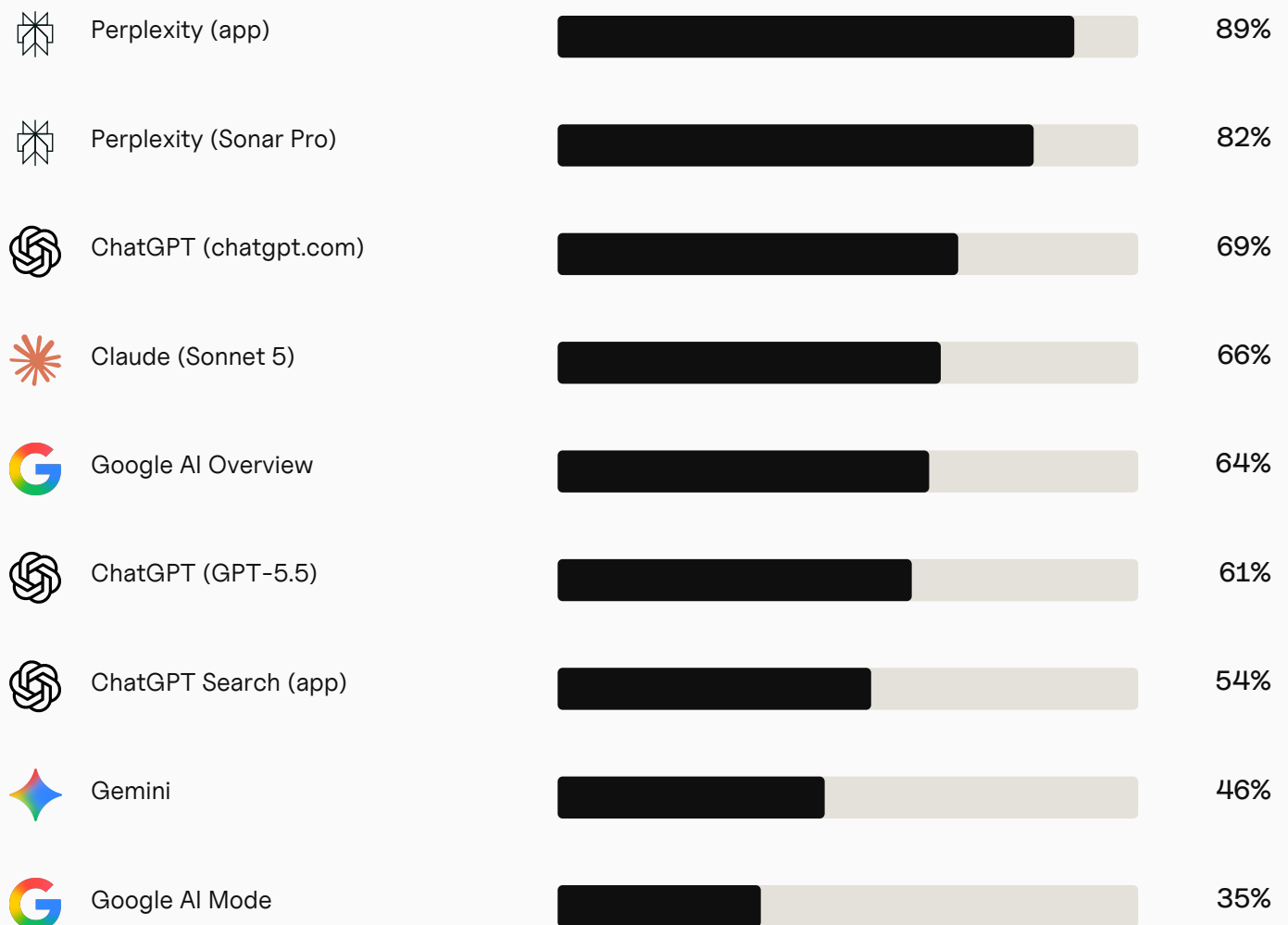
Being named builds consideration. A cited link gives buyers a direct route to the business.

THE PLATFORM RESULTS

Visible across all 9 surfaces.

Hero Shot appeared in answers on every tested surface. Overall, it was named in 65.5% of the 715 unbranded answers.

UNBRANDED ANSWERS NAMING HERO SHOT



Rounded rates by surface. The simple platform average is 63%; the combined answer rate is 65.5%.

Traditional Google search is strong too.

65-70%

Tracked keywords in the top 10 organic results

35%

Tracked keywords showing the client in Maps

THE EVIDENCE

Google AI Overview



Cited in the AI answer, first provider listed and first organic result.

SEARCH

corporate headshots for companies

corporate headshots for companies

AI Mode

All

Images

Videos

News

Shopping

Forums

More

Tools

Online appointments

Open now

Top rated

Sydney NSW · [Choose area](#)

AI Overview

Professional corporate headshots for companies in Sydney typically cost [between \\$150 and \\$350 per person for individual sessions](#), while on-site team packages offer scalable rates depending on staff size. Hero Shot Photography +2

Popular Sydney Corporate Headshot Providers

Hero Shot Photography
5.0 ★★★★★ (822)
Photographer
Open · Petersham NSW

Show more

Hero Shot Photography
<https://heroshotphotography.com>

Corporate Headshots & Personal Branding Sydney | Hero Shot
Hero Shot specialise in corporate headshots for companies, business brand photography, video, professional headshots and personal branding ... [Read more](#)

Hero Shot Photography

Hero Shot Photography
connection * Headshots for individuals First impressions are kind of a big deal. From...

Corporate Shots

Corporate Professional Headshots | Corporate Headshots Photography
Locations: Sydney, Central Coast, Brisbane, Melbourne, Perth, Adelaide, Auckland NZ...

Excerpt from the supplied Google search capture, 2 October 2026.

Visible at the point of choosing a provider.

The AI summary recommends Hero Shot and cites its website. The first organic result reinforces that visibility.

THE EVIDENCE

Google AI Mode



Hero Shot is the first studio recommended, with a direct website citation.

SEARCH

professional headshots sydney

professional headshots sydney

If you're looking for a professional headshot in Sydney—whether it's for LinkedIn, a corporate website, or personal branding—here is a breakdown of top-rated local studios, what to expect, and popular options depending on your location and needs:

Notable Sydney Headshot Studios

- [Hero Shot Photography](#) (Located in Petersham/Annandale)
 - Best for:** Individuals and large corporate teams needing quick, high-end guidance. Known for coaching nervous subjects through the shoot.
 - Pricing:** Individual sessions start from around \$325 (incl. GST).
 - Book/Explore:** Check out [Hero Shot Photography](#).  Hero Shot Photography +1
 - [PRO PHOTO Headshots](#) (Located in Bondi Beach)
 - Best for:** Fast turnarounds (often under 24 hours) and individual portraits with detailed retouching (blemish reduction, teeth whitening, etc.). Run by photographer Huw Lambert.
 - Book/Explore:** Visit [PRO PHOTO Headshots](#). 
 - [Monte Luke Studio](#) (Located in Sydney CBD)
 - Best for:** A historic, premier studio right in the city center with a century-long track record working with executives, legal, finance, and government professionals.
 - Book/Explore:** Visit [Monte Luke Studio](#).  Monte Luke Photography ...
 - [GrayNoise Photography](#) (Chippendale / On-location)
 - Best for:** On-site corporate office photography or central studio appointments with commercial photographer Dan Gray.
 - Book/Explore:** View services at [GrayNoise Photography](#). 

 Hero Shot Photography

Hero Shot Photography

From professional headshots for LinkedIn to creative portraits for websites and marketin...



 GrayNoise Photography

GrayNoise Photography: Corporate Photographer Sydney ...

GrayNoise is the commercial photography practice of Sydney photographer Dan Gray. in a centrally located...

 Monte Luke Photography Studio

Photography Studio for Corporate and Personal Needs

2 Barrack St Sydney · 612 9299 3041 · studio@monteluke.com.au. Monte Luke...



Show all

Answer area from the supplied Google AI Mode capture, 2 October 2026.

A recommendation with useful buying details.

The answer includes the client's location, who it suits, pricing and a link to explore or book.

THE EVIDENCE

ChatGPT



A lead visible map card, with Hero Shot’s website also cited in the answer.

BUYER QUESTION

Who are the most highly reviewed headshot photographers in Australia?

ChatGPT

ShareLog inSign up for free

Who are the most highly reviewed headshot photographers in Australia?

Worked for 7s

5.0Expand

Mel Watt Photography

5.0

HERO SHOT Headshot ...

5.0

Luke Simon Photography

5.0

Headshot Photographer

HERO SHOT Headshot...

5.0 • Photographer

Open

Headshot Photographer

5.0 • Portrait studio

Open

Give feedback

If by “most highly reviewed” you mean excellent ratings backed by a substantial number of reviews, rather than simply photographers with a handful of 5-star reviews, these stand out in Australia right now.

Photographer

City / coverage

Current reviews

Rating

Why they stand out

Web search

idshot specialist:

very large review base

Activity · 7s

Sources · 44

Starworks

Best Photographers in Australia 2026 | Top Rated Nationally

Heroshot Photography

Corporate Headshots Sydney: The Complete 2026 Guide

Starworks

50 Best Photographers in Brisbane (2026): Ranked by Real Reviews | Starworks

Cliqora

Top 10 Photographers in Perth (2026) | Cliqora

clutch.co

Top Professional Portrait Photographers in Australia - Sep 2026 Rankings | Clutch.co

September 3, 2026 — TOP PROFESSIONAL PORTRAIT PHOTOGRAPHERS IN AUSTRALIA Ratings Updated:...

heroshotphotography.com

Corporate Photography Melbourne That Earns Client Trust

August 1, 2026 — Corporate Headshots CORPORATE PHOTOGRAPHY IN MELBOURNE THAT EARNS CLIENT...

heroshotphotography.com

Corporate Headshots Sydney: The Complete 2026 Guide

July 24, 2026 — Corporate Headshots CORPORATE HEADSHOTS SYDNEY: WHAT TO EXPECT AND HOW T...

heroshotphotography.com

Corporate Photographer Sydney: Find the Right Fit

July 24, 2026 — Corporate Headshots CORPORATE

Supplied ChatGPT capture with the map and sources panel, 2 October 2026.

Strong visibility for a review-led search.

The business appears when buyers look for proven headshot photographers across Australia.

creato.com.au

Hero Shot | 2 October 2026

07 / 14

THE EVIDENCE

Perplexity



First company listed for a 40-person headshot shoot at a Sydney office.

● Lead recommendation and first cited source

SONAR PRO / CAPTURED 2 OCTOBER 2026

PROMPT SENT

I need headshots for 40 staff at our Sydney office. Which photography companies come to your office to do this?

FULL ANSWER

Yes—several Sydney photography companies explicitly offer **on-site / at-office headshot sessions** for teams, which fits a 40-staff office shoot.

- **Hero Shot Photography** — offers professional headshots and business photography **on-location in and around Sydney CBD**. [1]
- **Into the Picture** — says it **travels to your office anywhere in the Sydney CBD** and specialises in corporate headshots **onsite**. [3]
- **Corporate Shots** — offers shoots **on location** as well as in-studio and has photographed companies across Sydney. [4]
- **Orlando Sydney Corporate Photography** — works with teams throughout the Sydney CBD and greater Sydney metro, delivering headshots for corporate and government teams. [5]
- **Grain & Weave** — offers headshots **in your home or office** and states it does **on location, in your office or on site** in a Sydney radius. [6]
- **Elite Headshots** — says they can **set up and photograph your whole team at your office**. [7]
- **Faithful Photography** — provides headshots **on-location across Sydney** and says they photograph **full company teams** at workplaces. [9]
- **TheAd** — offers **on-site or studio sessions** for team headshots. [10]
- **Kiren Photography** — offers team sessions **at your office or workplace**. [12]
- **Headshot Sydney / Upload It** — offers **on location** and a **full on-site studio** for larger volume headshots. [13]
- **The Garage Photo Studio** — says they will **bring the studio to your office or business premises** and organise sessions for teams. [15]
- **Shine Headshot Photography** — says they **come to your office and place of work** for company and team headshots. [18]

For a 40-person office, the strongest matches from these results are **Hero Shot Photography**, **Into the Picture**, **The Garage Photo Studio**, **Shine Headshot Photography**, and **Upload It / Headshot Sydney**, because they specifically mention team or larger-volume onsite setups. [1][3][13][15][18]

If you want, I can turn this into a **shortlist of 5 providers** with likely fit for 40 people, Sydney CBD coverage, and contact details.

CITED SOURCES (18)

1. <https://heroshotphotography.com/>
2. <https://www.airtasker.com/au/services/corporate-photographer/sydney-city-cbd-nsw/>
3. <https://intothepicture.com.au/>
4. <https://www.corporateshots.com.au/>
5. <https://orlandosydney.com/headshots-sydney/>
6. <https://www.grainandweave.com.au/headshots>
7. <https://www.eliteheadshots.com.au/>
8. <https://www.homepix.com.au/>
9. <https://www.faithfulphotography.com.au/headshot-photography-sydney/>
10. <https://www.thead.com.au/photography/>
11. <https://monteluke.com.au/>
12. <https://www.kirenphotography.com/business-portraits>
13. <https://headshot.uploadit.com.au/>
14. <https://www.goodfirms.co/animation-multimedia/photography/sydney>
15. <https://www.thegaragephotostudio.com/professional-headshots>
16. <https://www.linkedin.com/company/sydney-photography>
17. <https://www.bark.com/en/au/commercial-photographers/new-south-wales/sydney/>
18. <https://sites.google.com/view/shineheadshotphotography/home>

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Saved answer and all 18 cited sources. Original audit banner removed.

THE EVIDENCE

Gemini



Hero Shot is the first dedicated corporate and personal branding specialist listed.

COMPANY PROFILE PHOTOS IN SYDNEY / 2 OCTOBER 2026

Who are the best rated photographers for company profile photos in Sydney?

When looking for the best-rated photographers and studios for company profile photos, team headshots, and corporate branding in Sydney, several options stand out based on client reviews, reputation, and specialization:

1. Dedicated Corporate & Personal Branding Specialists

- **Hero Shot Photography:** Highly reputable with hundreds of 5-star Google reviews over a decade. They specialize specifically in corporate headshots and personal branding for teams, executives, and founders across Sydney.

Hero Shot Photography

- **Jordan Roach Photography:** Widely recognized as a top-tier commercial and corporate photographer in Sydney. He focuses on natural, authentic team and individual workplace photography, avoiding rigid corporate clichés. He also offers unique additions like instant event headshot booths for LinkedIn updates.

Jordan Roach Photography + 2

- **Georgie Greene Photography:** Known for creating clean, authentic corporate headshots

Sign in to connect to Google apps, create images, and more

Sign in

+ Ask Gemini

Flash-Lite ▾



Answer area from the supplied Gemini capture. The original sign-in overlay is retained.

The recommendation explains why.

Gemini connects strong reviews with a clear corporate headshot specialism.

THE EVIDENCE

Claude



Ranked first for company profile photos in Sydney. The answer cites 850+ five-star reviews.

SONNET 5 / CAPTURED 2 OCTOBER 2026 / ANSWER 1 OF 2

PROMPT SENT

Who are the best rated photographers for company profile photos in Sydney?

FULL ANSWER

Based on current reviews and ratings, here are some of the best-rated photographers in Sydney specializing in company/corporate profile photos:

****1. Hero Shot Photography****

Hero Shot Photography has 850+ verified 5-star Google reviews over 10+ years.

They specialize in elevating professional headshots, corporate headshots and commercial photography across Sydney, operating from a studio close to the CBD plus on-location shoots.

Founder Sam Affridi holds 30+ professional recommendations on LinkedIn from senior corporate leaders across technology, banking and HR.

****2. Georgie Greene Photography****

Based in Darling Point,

Georgie Greene Photography focuses on authentic headshots for websites, LinkedIn, and social media, maintaining a perfect 5.0 rating from 138 Google reviews, with clients frequently praising Georgie's incredible experience and clear guidance

Before photography, Georgie spent 23 years in Australian Broadcast Media, working alongside celebrities, executives, lawyers, journalists, tech staff, marketers and producers.

****3. Executive Images Photography & Video****

Located on York St in the CBD, this studio has

a flawless 5.0 rating from 126 Google reviews, and frequently receives praise for its smooth, relaxed process and high-quality corporate headshots

Lead photographer Valent is noted by clients for providing clear direction and even serving excellent coffee during the one-hour sessions.

****4. Orlando Sydney Corporate Photography****

Offers

professional corporate headshots for teams, staff and growing organisations, with on-site mobile office headshots across Sydney and consistent, scalable delivery

. Clients describe the experience as professional, ensuring everyone felt comfortable during sessions.

Saved answer, part 1. The remaining recommendations and all cited sources continue overleaf.

Reputation is part of the recommendation.

Claude also describes the client's services, studio and on-location shoots.

THE EVIDENCE

Claude: continued.



The same saved answer, with the remaining providers, buying tips and source list.

SONNET 5 / CAPTURED 2 OCTOBER 2026 / ANSWER 2 OF 2

****5. The Garage Photo Studio****

Rated 5.0 from 117+ Google Reviews

, this studio creates

polished, natural portraits perfect for LinkedIn, company websites, and personal branding, trusted by leading executives, creatives, and entrepreneurs

.

****6. Shine Headshot Photography****

Based on Market Street in the CBD, with

a 4.8 rating from 23 Google reviews, lead photographer Ben is frequently commended for his world-class corporate photography and deep understanding of business briefs

.

****7. Kiren Photography****

A trusted specialist in business headshots and corporate photography with 25 years of expertise

, known particularly for editorial-style portraits and work within Sydney's real estate sector.

****8. Nicholas Ditsas (Sydney Headshots)****

Operating from a Redfern studio, offering

corporate portraits, LinkedIn headshots & executive photography, with Nicholas coaching every client through expression, posing, and confidence

.

Quick tips for choosing:

- ****CBD convenience****: Executive Images and Shine Headshot Photography are right in the city center for lunch-break sessions.
- ****Volume/reputation****: Hero Shot Photography has by far the most reviews (850+), suggesting extensive experience with large corporate teams.
- ****Personalized/authentic style****: Georgie Greene and The Garage Photo Studio are praised for helping camera-shy clients feel at ease.

I'd recommend checking current Google review counts and reading a few recent reviews directly, since ratings can shift, and viewing each photographer's portfolio to match style preferences with your company's branding needs.

CITED SOURCES (7)

1. <https://heroshotphotography.com/>
2. <https://facejam.co/cities/sydney/professional-headshot>
3. <https://georgiegreenephoto.com/what-we-do/go-to-sydney-headshot-photographer/>
4. <https://orlandosydney.com/headshots-sydney/>
5. <https://thegaragephotostudio.com/headshots/>
6. <https://www.kirenphotography.com/business-portraits>
7. <https://www.sydney-headshots.com/>

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Continuation of the saved answer with all 7 cited sources. Original audit banner removed.

THE FOUNDATIONS

Why AI finds Hero Shot.

The audit identifies five signals that make the business easier for AI engines to understand and recommend.

01 **Open to AI crawlers**
ChatGPT, Perplexity, Claude, Gemini and Apple AI bots are all allowed.

02 **Machine-readable business facts**
Business, services, pricing, reviews and founder information are marked up on every page.

03 **Content that answers buying questions**
A full pricing guide and a 19-question FAQ give buyers direct, useful answers.

04 **Coverage across locations and services**
20+ pages cited across Sydney suburbs, Melbourne, Brisbane, professions and services.

05 **Consistent proof across the web**
Founder details, 850+ five-star reviews and national coverage are repeated consistently.

Where the next gains could come from

Grow AI Mode + Gemini

Build on the lead where visibility is lowest:
Google AI Mode (35%) and Gemini (46%).

Win the next categories

Extend the visibility foundations into event
photography and personal branding.

THE MEASUREMENT

Named in 65.5% of AI answers.

Hero Shot appeared in almost 2 out of 3 tested AI answers about Australian headshots. The questions did not include a business name.

WHAT WAS TESTED	AUDIT SCOPE
Buyer questions	36 buyer questions that did not name a business, plus 6 branded checks.
Google searches	20 tracked keywords, using Australian search results.
Platforms	ChatGPT, Perplexity, Claude, Gemini, Google AI Overview and Google AI Mode; 9 tested surfaces in total.
AI answers	858 answers overall, including 715 unbranded answers. Questions were asked 2-3 times per engine.
Counting rule	Only exact business-name matches count. Generic phrases do not count as a brand mention.
Evidence retained	Each answer was saved as raw data, screenshotted and fingerprinted in the source audit.

Three different measures

65.5% answer visibility	Hero Shot was named in 65.5% of the 715 answers to questions that did not name a business. Simple average by surface: 63%.
25.7% share of mentions	Hero Shot accounted for 25.7% of all photographer mentions across those 715 answers.
4.4x / 11x growth	Monthly averages compared: Aug-Dec 2025 versus Mar-Sep 2026. Mentions 8.2 to 36.1; citations 2.0 to 22.1.

Audit snapshot: 2 October 2026. AI answers and Google results can change. These results measure visibility and citations; enquiries and revenue were not measured.

THE OPPORTUNITY

How Creato builds AI visibility.

Turn a clear picture of today's results into a focused programme for being found, trusted and recommended.

01 Map the buyer questions

Find what customers ask AI and which competitors get recommended today.

02 Make the business clear

Align the name, locations, services and reviews wherever AI looks.

03 Answer the decision

Build content around the price, process, coverage and proof buyers need.

04 Strengthen the foundations

Improve structured data, sitemaps and access for search and AI crawlers.

05 Build trusted proof

Develop reviews, listings, case studies and credible mentions across the web.

06 Measure and build on it

Repeat the audit across the platforms and save the evidence behind every result.

Be the business buyers hear about first.

Your next customer could be asking AI who to choose. Creato can show where your business appears today, then build the content, credibility and technical foundations to strengthen its visibility.

Book your AI & Google visibility audit