How To
Optimise Images for Web

Step 1. Image dimensions:
Before anything else, you need to take note of the image dimensions you should be using. Take a look at our notes below:

- For banner or header images approx 1500px wide is plenty but if you want to take Retina displays into account, go for 2560px.
- For large images (similar width to a full line of text on website), and images you want to show off in a lightbox view, the image size should be 800px wide.
- For smaller blog post images, image size should be a maximum of 500px on the wide side.
- For images with a transparent background, you'll need to use the .png file format.
- For general photos and graphics, use the .jpg file format.

Step 2. Image file size:
The next step is the optimisation... and to make it the easiest way possible, we use some FREE online tools...

- Images need to be optimised for web - we use www.tinypng.com or www.tinyjpg.com
- After adjusting the dimensions as described above, simply drag your images onto the tinyjpg or tinypng webpage
- Download the optimised images once processed
- Compare the quality of downloaded images - they should look no different!
- If the quality does look diminished try www.shortpixel.com/online-image-compression as an option...we love this one as well!

Step 3. Optimise for Web:
Be SEO-friendly!

- Images need a relevant descriptive file name for search engine optimisation. You'd be surprised how many people may find your site through an image search!

Step 4. Upload to your website!

- For extra SEO juice, once uploaded, add alt-text and description to your images.
- Also...while you're there...why not do an image audit!..remove unused and duplicate images, and replace all images that have not been previously optimised.

This whole process may sound like a chore....but it is necessary....and it actually just takes a few minutes once you make a habit of the process.

Read full article here:
https://designdiva.com.au/marketing/how-to-optimise-images-for-web

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