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Image compression best practices

Support Team - 2025-08-19 - Comments (0) - Content population

Proper image formatting and compression are essential for maintaining website performance, improving SEO and ensuring a positive user experience.

Follow the guidelines below to ensure your images are web-ready.

Recommended file types

Choosing the right file type is crucial for optimising image quality and performance. Use the following recommendations:

- **JPEG (.jpg/.jpeg)** Ideal for photographs and complex images with many colours.
- PNG (.png) Suitable for images that require a transparent background (e.g., logos or graphics).
- **SVG (.svg)** Best for vector-based icons and logos that need to scale without losing quality.

Note: PNG files tend to be larger than JPEGs, so use them only when necessary.

Question

What about WebP? WebP is a great format for reducing file sizes while maintaining quality; however, instead of exporting images in WebP format manually, we recommend uploading them in standard formats (JPEG, PNG, SVG), as our website automatically converts images to WebP using Cloudflare or a third-party service to optimise performance.

Video tutorial for Photoshop and uploading to WordPress

Image Compression Best Practices

To maintain a balance between image quality and page speed, follow these best practices:

- 1. **Keep file sizes small:** Aim for images under **200KB**, where possible.
- 2. **Resize images appropriately:** Upload images at the exact dimensions needed on the site to avoid unnecessary scaling.
- 3. **Optimise images before uploading:** Use tools such as <u>TinyPNG</u>

Image Size Recommendations

Use the following guidelines for resizing images:

- Full-width images: Max width of 2299px, optimised for desktop screens.
- Standard content images: Between 800px 1200px, depending on layout.
- Thumbnail images: Around 150px 300px, suitable for preview purposes.

Troubleshooting Common Issues

- **Image appears blurry:** Ensure the uploaded image meets the required resolution and dimensions.
- Slow page load times: Check that images are compressed adequately without

sacrificing quality.

• Wrong file type error: Convert images to the correct format before uploading.

Struggling with something? If you have any further questions, please contact our a $\frac{1}{2}$ member of the team.