# Image compression best practices

Support Team - 2025-01-27 - 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 TinyPNG

### 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 [member of the team](#).