

Tips & Tricks

Optimizing Images for your Website

Properly sized images help ensure faster loading times and better overall performance, which leads to happier users.

Include large amounts of content only if it serves your audience's needs, avoiding unnecessary visual clutter and performance strain.

Balancing Content and Performance

To maintain optimal performance, the total size of a single web page should be between **1-1.5 MB**, and no larger than **3 MB**.

Videos, high-resolution images, or animations should be **used sparingly** and only when it adds significant value.

Large amounts of content should be included only if it serves the needs of your audience — avoiding unnecessary visual clutter and putting strain on your site's performance.

Sizing Recommendations

For best results, large images intended to span the full width of a screen should be around **1920 pixels wide** at **72 DPI** and kept around **250 KB**.

Thumbnails or images that only cover half the screen, should be around **960 pixels wide** at **72 DPI** and kept to **125 KB**.

These settings ensure clear visuals while keeping file sizes manageable, contributing to faster load times and a smoother user experience.

FREE TOOLS

Adobe Express: adobe.com/express/feature/image/resize

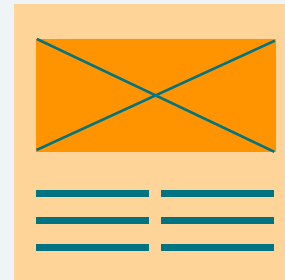
TinyPNG: tinypng.com

ShortPixel: shortpixel.com/online-image-compression



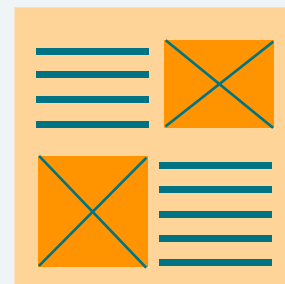
1-3MB

On average, a single web page should not be over 3MB in size



LARGE IMAGES

1920px
72DPI
250KB



SMALL IMAGES

960px
72DPI
125KB