

LEMONADE DESIGN CO

WEBSITES & BRANDS



IMAGE OPTIMISATION

WHY IT'S IMPORTANT
FOR YOUR WEBSITE
AND SEO

Improves Page Load Speed
Time

Improves your SEO Ranking

Improves the User Experience

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Hello



I'M YVETTE CRAIG

Founder of **Lemonade Design Co**
(in case you want to check my creds)

I'm Yvette and I own and run Lemonade Design Co, I've been running my own creative business for 15 years... For 12-years I was a full-time professional photographer and for the last 5 years I have been building websites and I absolutely LOVE what I do.

**LEMONADE DESIGN CO IS A WEBSITE & BRAND
COMPANY BASED IN KENT
WITH A UK AND GLOBAL CLIENT BASE.**

REASONS WHY YOU NEED TO RESIZE IMAGES FOR WEB

Preparing your images for web **will not only improve page load time** which means... Better **customer experience** and **improved Google Ranking**

A website that is slow to load loses you business...

- **79% of consumers** say they would not re-visit a website that was slow to load.
- **47% of people** expect your site to **load in less than 2 seconds**
- **40% will abandon** it entirely if it takes longer than 3 seconds.

A well designed website is about **creating a fantastic and simple experience for your visitors...** it helps them find what they are looking for without having to search all the pages!

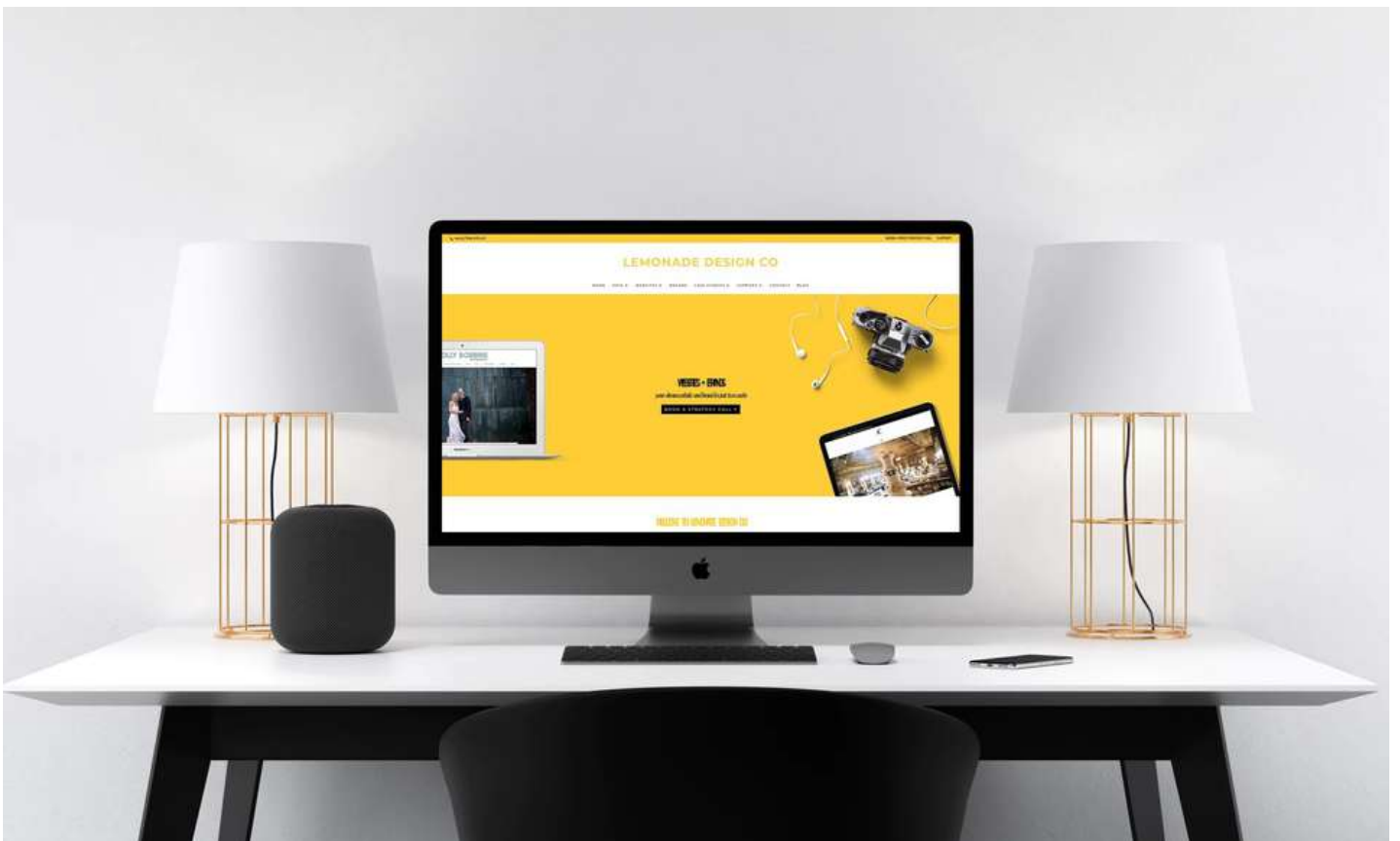
You have just 5 seconds for your website to make an impression... would your website pass the 5 second rule?

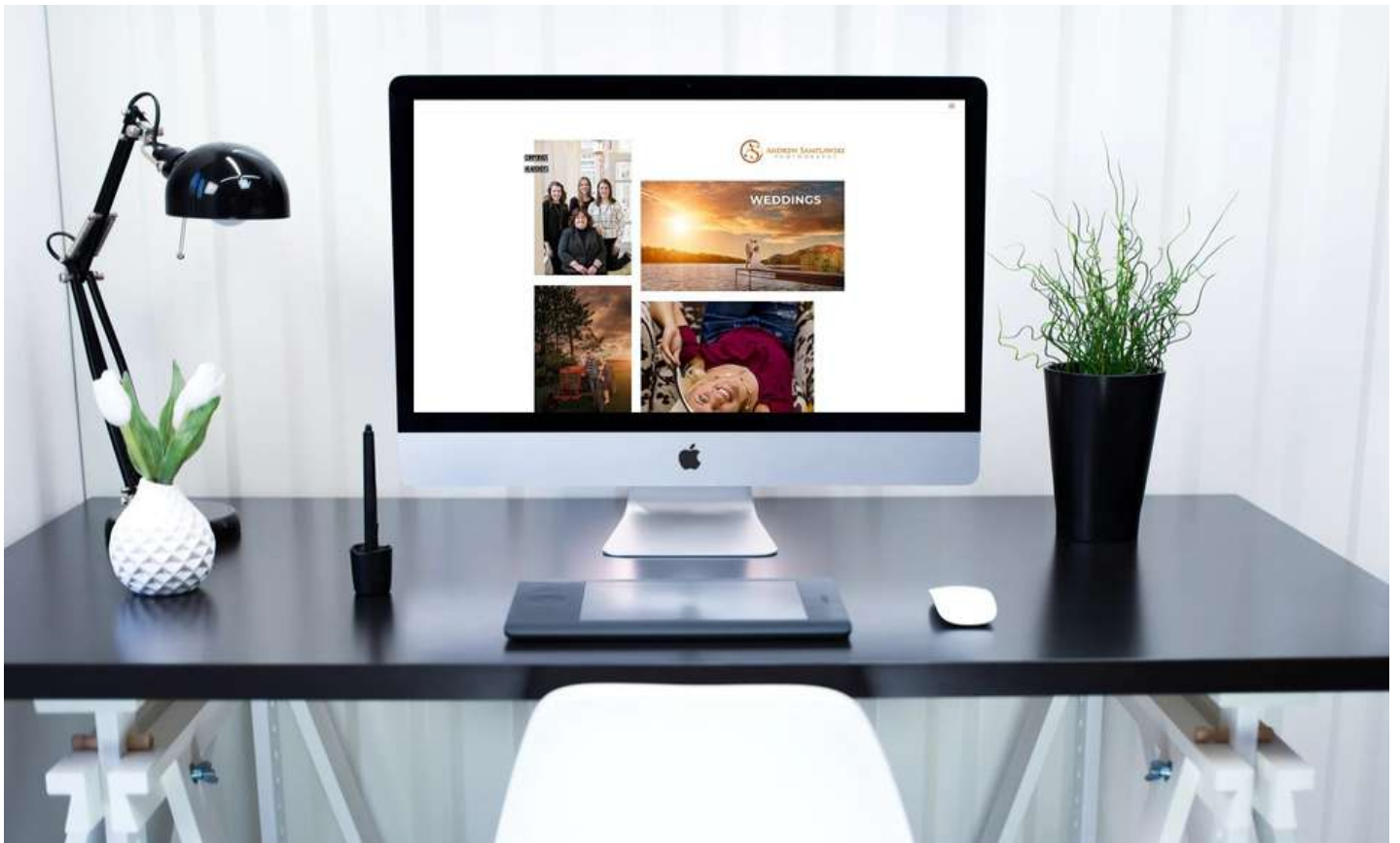
The 5 second rule is from the moment someone enters your website to scrolling to the bottom of the page.

INTRODUCTION

Have you ever visited a website that was so slow to load that you gave up trying and moved onto the next website that does the exact same thing but the pages load in half the time? I know I have and it's so frustrating... The chances are the images have not been optimised and you are trying to load a page that is bloated with high resolution images!

If you struggle with optimising your images, then this e-book is for you... it will walk you through the benefits of both reducing the overall size of the images and then finally compression to ensure that any excess weight is removed from the images, and finally renaming, and tagging your images so that they appear in a Google search.





WHAT IS IMAGE OPTIMISATION?

Image optimisation is a two step process whereby you reduce both the dimension and then compress the image so that it is the smallest possible resolution without losing image quality. In addition it is changing the file name so that your images show up in a Google or other search, for the venue, location or subject that someone is searching for.

There are several ways in which you can do this and there are many benefits to be had spending time in doing this right.

Some of the benefits are: -

- Improved load times of your website
- Improved image search
- It will help with your overall SEO Ranking
- It will help with the conversion rates
- Improve engagement with your clients/customers
- Google will penalise you for having a slow website

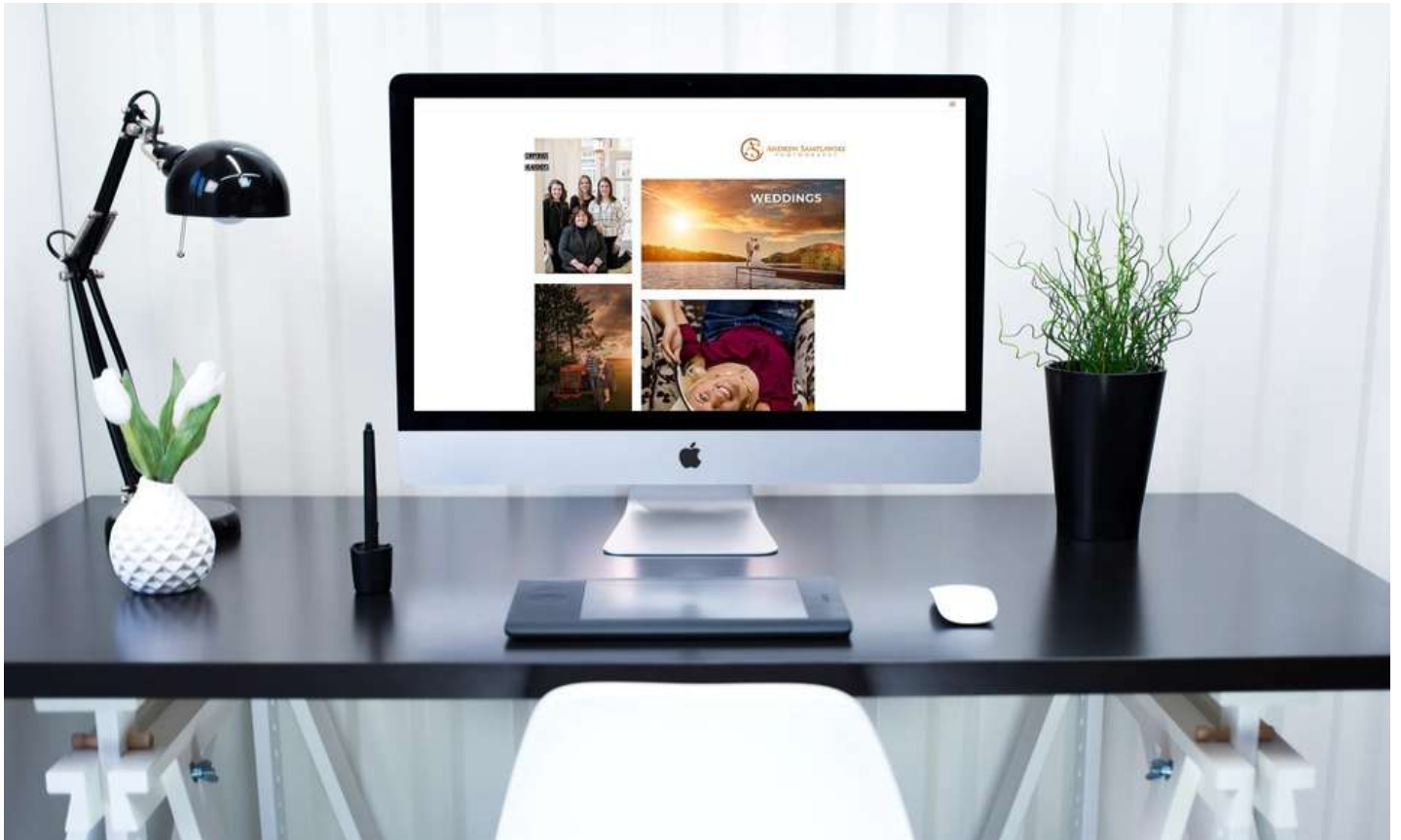
WHY OPTIMISE IMAGES

Your website is your shop window, so it makes sense that the images or image visitors see when they first click on your website WOWS them and the website loads fast, so not only do your potential clients love you, but Google does!

Some of the benefits are: -

- It gives a better user experience
- Visitors will stay on your website longer
- You are more likely to get client referrals
- Clients and customers are more likely to engage with you





HOW TO OPTIMISE YOUR IMAGES

It is essential that your images are resized and optimised correctly. There are several ways that you can do this, but the two most popular for photographers are Lightroom and Photoshop.

I use either Lightroom or Photoshop depending on where the images will go on the website, batch editing the galleries I do within Lightroom and featured images where there is a smaller number I will use Photoshop.

RE-NAME YOUR IMAGES

AND WHY IT'S IMPORTANT

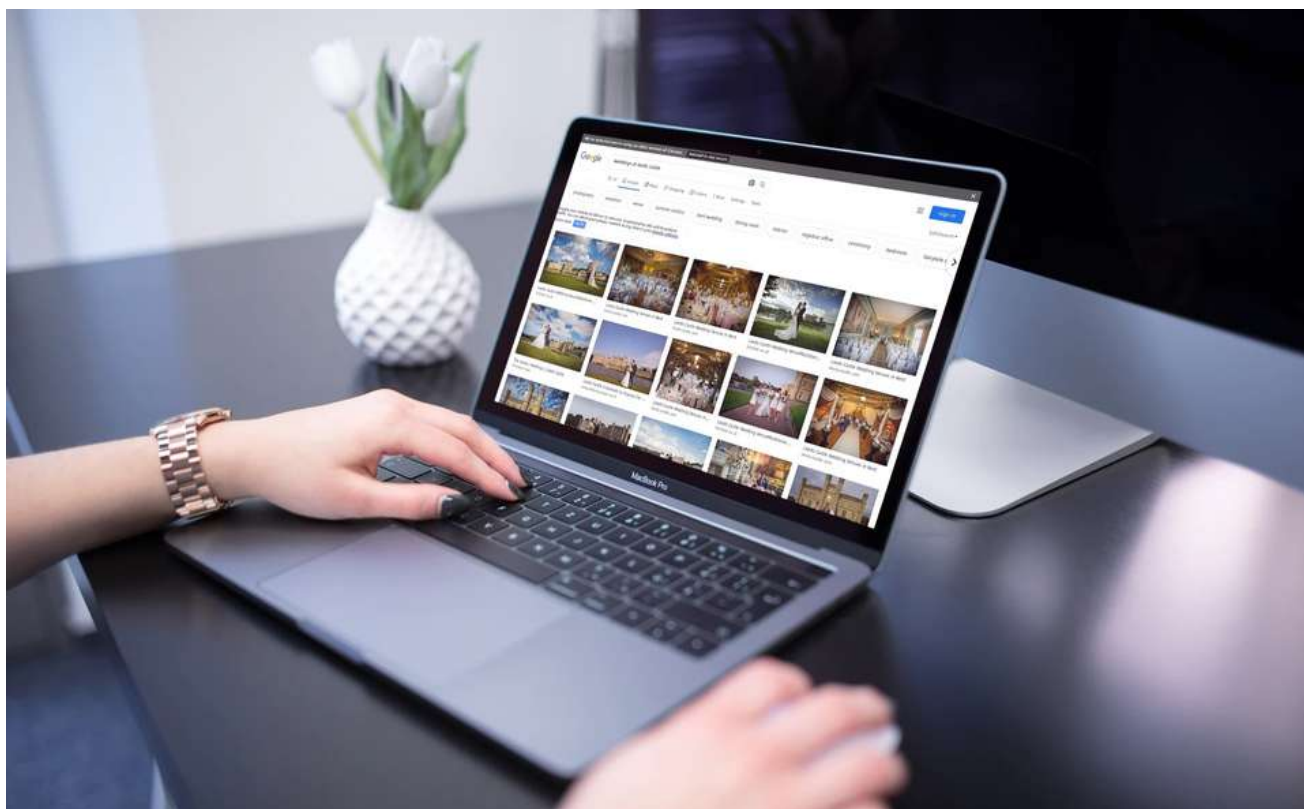
Do you know anyone who searches for something using the in-camera file name?

THE ANSWER IS PROBABLY NOT!

However, people will search for things by the venue name, so it is essential that you rename and tag your images correctly so that Google and the other search engines can include your images in any search.

As an example of how your images should be named is as follows:
Venue_name_location_photographer or
to put it another way
Leeds_castle_kent_yvette_craig.001.jpg

You will note that I have not included the couples name and this is because people will not search for the couples name when looking for images of a venue!





LIGHTROOM

DID YOU KNOW YOU CAN ALT TAG, RENAME AND ADD YOUR COPYRIGHT TO YOUR IMAGES IN A FEW SIMPLE STEPS

Lightroom is one of the fastest ways to resize all of your images for your website, it is as simple as importing your images, batch alt tagging, renaming and adding your copyright details and then exporting at the correct size depending on where they are going on your website.

To export: -

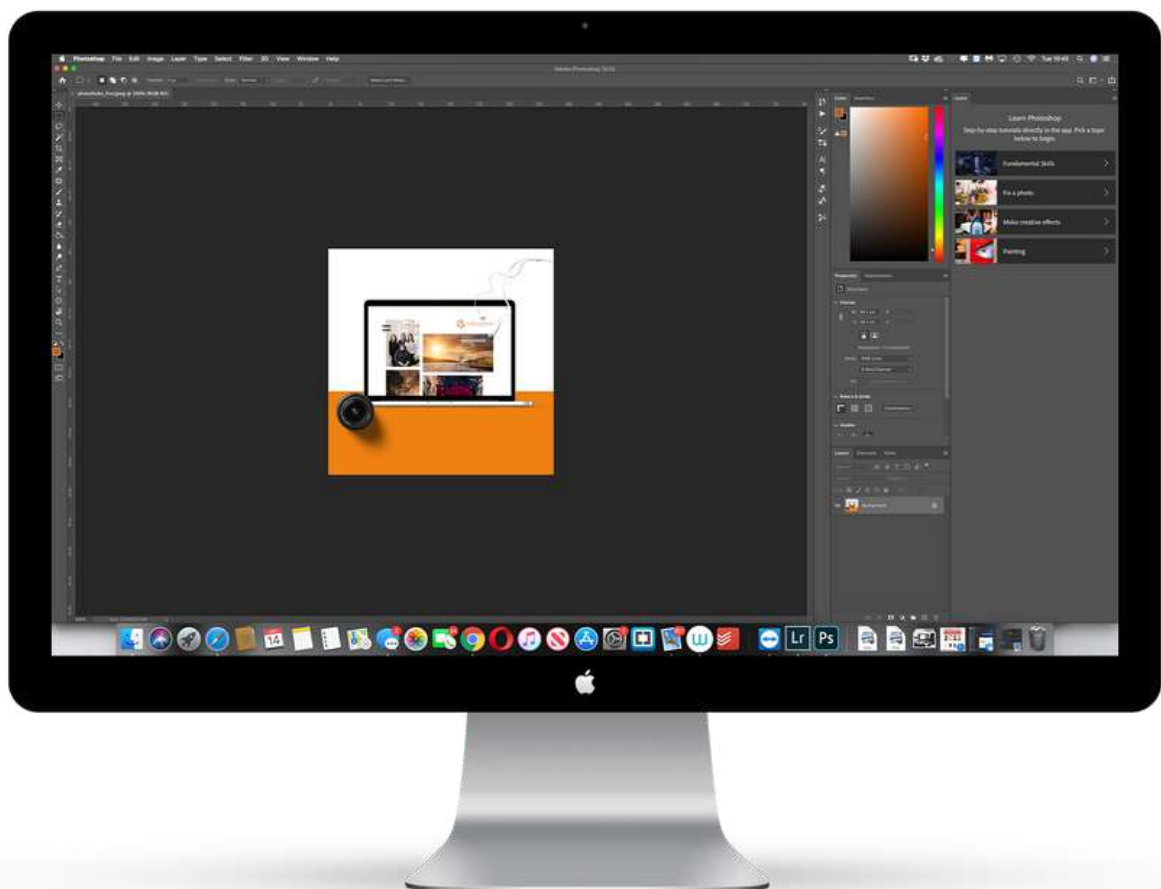
Export - Select Folder - File Settings - limit to a maximum of 250KB - Image Size - Longest Edge 1200 pixels at 72dpi per inch - Output for sharpening - tick for screen sharpening - Export

Featured Images I recommend exporting at 1920 on the longest edge - all the other settings remain the same as above.

PHOTOSHOP

MY PREFERENCE WHEN IT COMES TO FEATURED IMAGES

When it comes to featured images, I recommend Photoshop as you have greater control over the finished size of each image.



STEP ONE

PHOTOSHOP RESIZING

Open your image in Photoshop and then select the CROPPING TOOL, and select the width, height ratio and pixel size.

Depending on where the image is to be used the most common sizes I recommend are as follows:

FEATURED IMAGES - 1920 x 1225 pixels at 72 dpi and less than 200KB

GALLERY - 1200 x 800 pixels at 72 dpi and less than 200KB

SQUARE IMAGES - 1080 x 1080 pixels at 72 dpi and less than 200KB





STEP TWO

PHOTOSHOP RESIZING

Crop the image by selecting,
IMAGE - CROP, the image will now go smaller

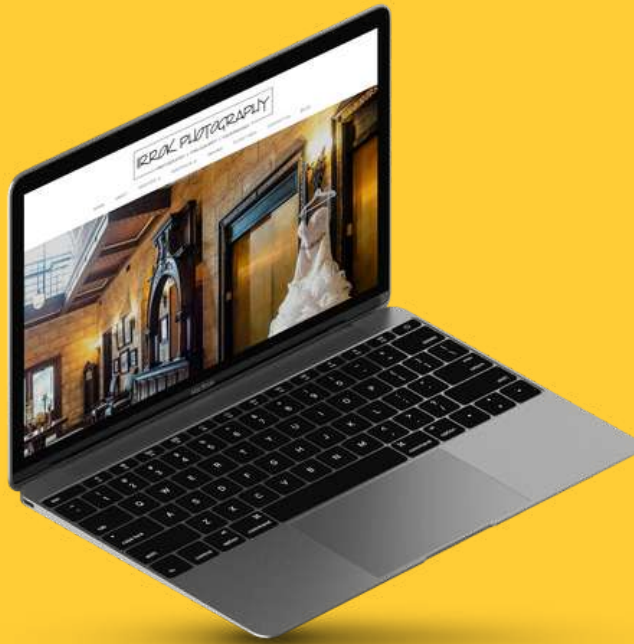
STEP THREE

PHOTOSHOP RESIZING

Once you have resized your image you now need to save it for web to do this do the following; -

File - Save for Web - and up will pop an image box, you need to ensure that the quality is set to 40, medium if a Jpeg, or if a transparent PNG select PNG-24 and then save to the folder where you wish to save it and you can at this stage change the name to something different.





NOT GOT LIGHTROOM OR PHOTOSHOP

DON'T WORRY!

You can still use an online tool such as Bulk Resize Photos to drop your images on and then use Shortpixel.

So even if you are not a photographer or don't have access to Adobe products you can still benefit from having images correctly resized for your website.

COMPRESS IMAGES

THE FINAL STEP

And the final step is to compress your images using either **Jpeg Mini or Tiny PNG** to make sure that your images are as compressed as much as they can be without the loss of quality.

TinyPNG (online) uses smart lossy compression techniques to reduce the file size of your PNG files. By selectively decreasing the number of colours in the image, fewer bytes are required to store the data. The effect is nearly invisible but it makes a very large difference in file size!

JPEGmini (an App) is a photo optimisation technology that reduces the file size of JPEG photos by up to 5X while preserving the resolution and quality of the original photos.

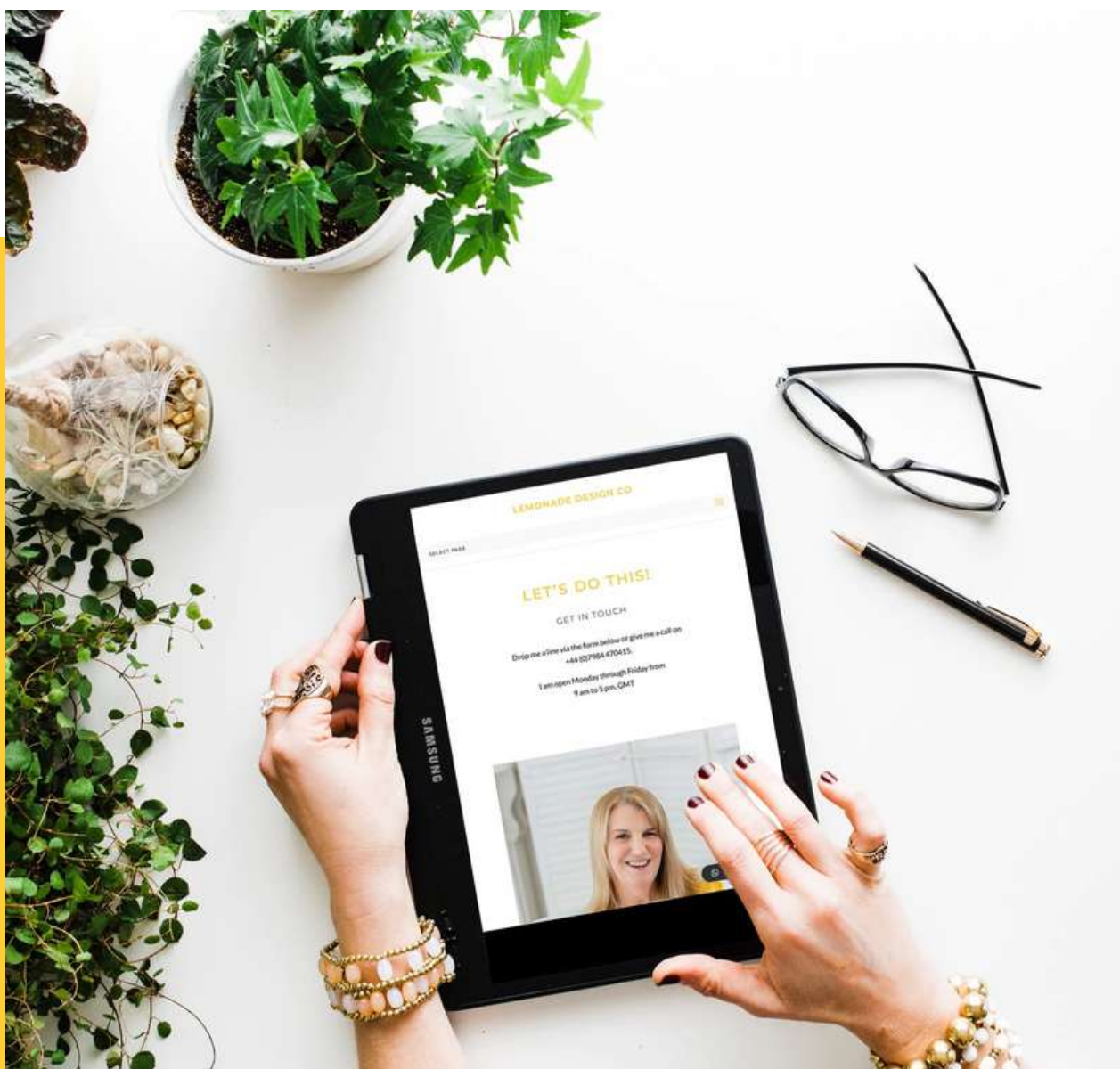




"Get the smallest image file size without compromising quality or changing your workflow. You can upload Hi-Res photos faster, save tons of hard drive space, improve customer viewing experience and make your website faster".

DO YOU HAVE ANY QUESTIONS?

IF SO GET IN TOUCH



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