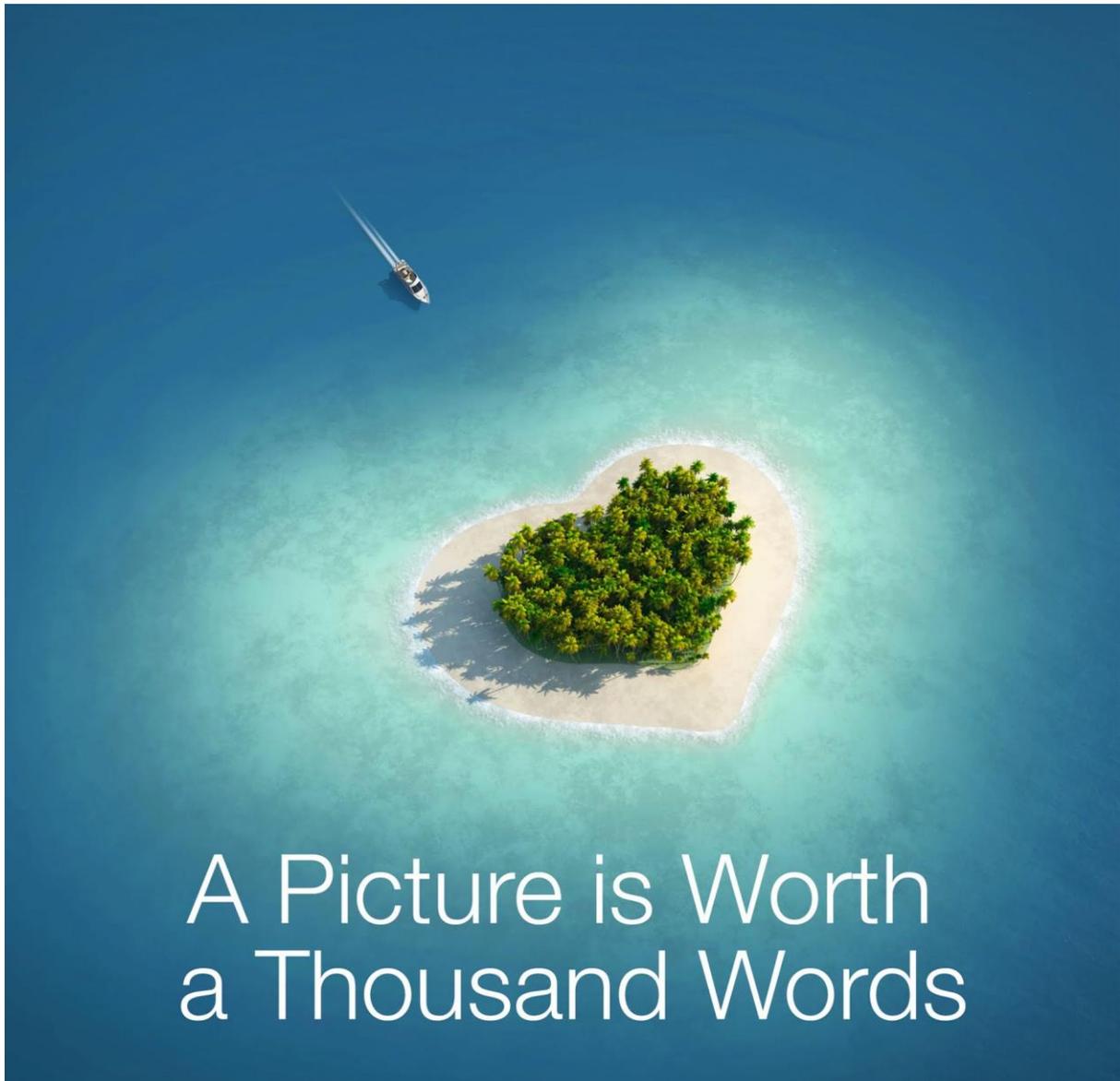


Images



A Picture is Worth
a Thousand Words

Images are one of the most important elements of your website. A well-chosen picture can demonstrate what you're about, evoke feelings, and give visual balance to a page.

However....

Images can cause trouble

If you really want to mess up your website, images are the way to do it. The two big issues are copyright, and size.

Copyright

It's NOT ok to just use images you find on the internet, even as a temporary placeholder. Getty Images regularly sends letters of demand for copyright infringement. Google 'Getty Images Letter' to learn more.

Use your own images or ensure you have the copyright. Buy stock photos or use images from 'royalty free image' websites such as <https://unsplash.com/>. If you buy a stock photo, keep the licence details handy.

Size

If you upload huge images you will turn your website into a fat, bloated pig, and that's about how quickly it will load. Nobody wants a slow website and Google will penalise you for it.

Your images MUST be optimised, which means making them the right size in pixels, making them the right size in kilobytes, and making them progressive.

Think of it like a table. A photo comes off your camera like a huge jarrah boardroom table. It's very long and wide (pixels) and very heavy (kilobytes). You shouldn't upload that. Instead, upload a miniature version – a coffee table made of balsa wood.

See the next page for an example.

Example

I downloaded a picture of London from the Unsplash website.

On my computer it's HUGE - 54.7MB, and 8192 x 6144 pixels. I definitely DON'T want that on my website!

Use as a large image

I want a large image of London on my website so I resize the Unsplash image to 795 pixels and 76kb, using my 'rule of 10%'. I also make it progressive.

The rule of 10% says the size in kb should be no larger than 10% of the size in pixels



Use as a small image.

I want a small image of London on my website so I resize it to 225 pixels and 15kb.



In Lesson 3 we'll talk about image sizes.

What's 'Progressive'?

A progressive image loads all at once, fading in until it's fully rendered. Images that aren't progressive load from the top down. Even when a progressive image is only partially loaded you can see what it's about.

This [16 second video](#) demonstrates the difference between progressive and 'old style' images.

Google prefers progressive images because they're better for users, especially those on slow connections.

Use this tool to see if an image on your computer is progressive.

<http://techslides.com/demos/progressive-test.html>

Use this tool to see if an image on the internet is progressive. See below for help.

<http://highloadtools.com/progressivejpeg>

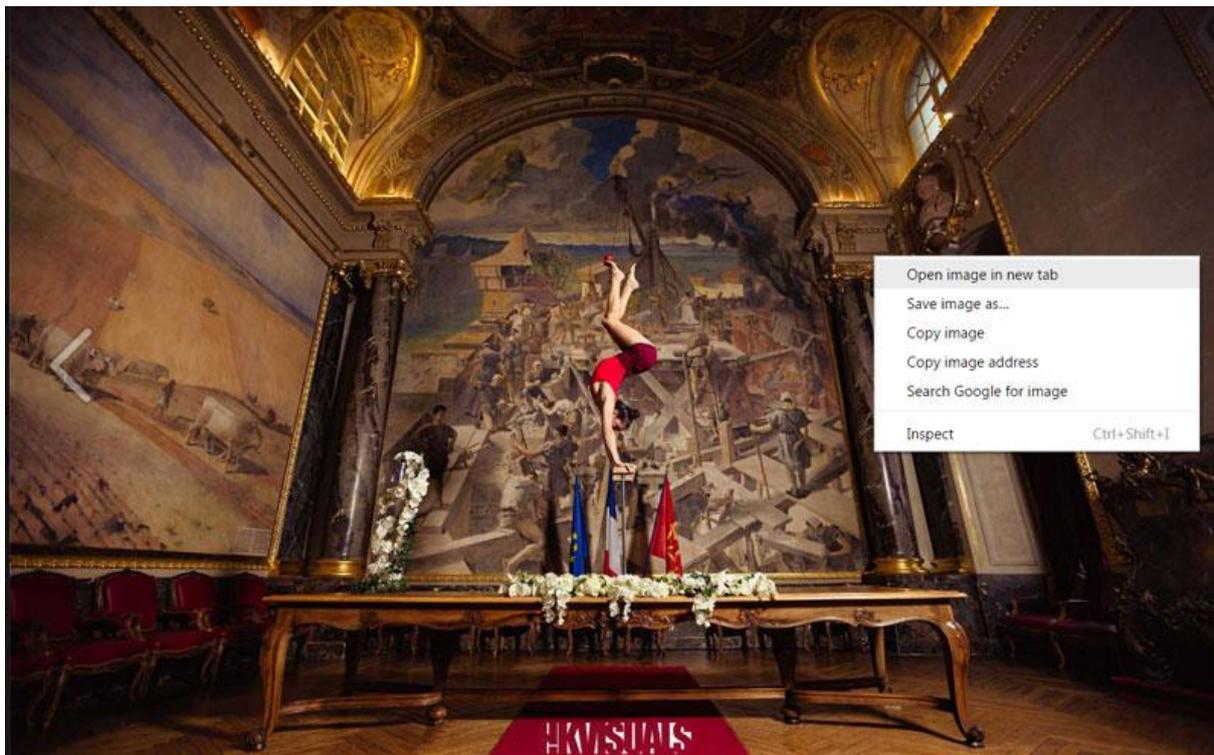
How to test if an image on the internet is progressive

Did you know that every picture on the internet has its own unique URL? You'll need to know the URL to test if the image is progressive using the 'high load tools' testing tool above.

I'll use Facebook in this example. I've randomly chosen a photo of my daughter Casey in the Capitole Building in Toulouse, France.

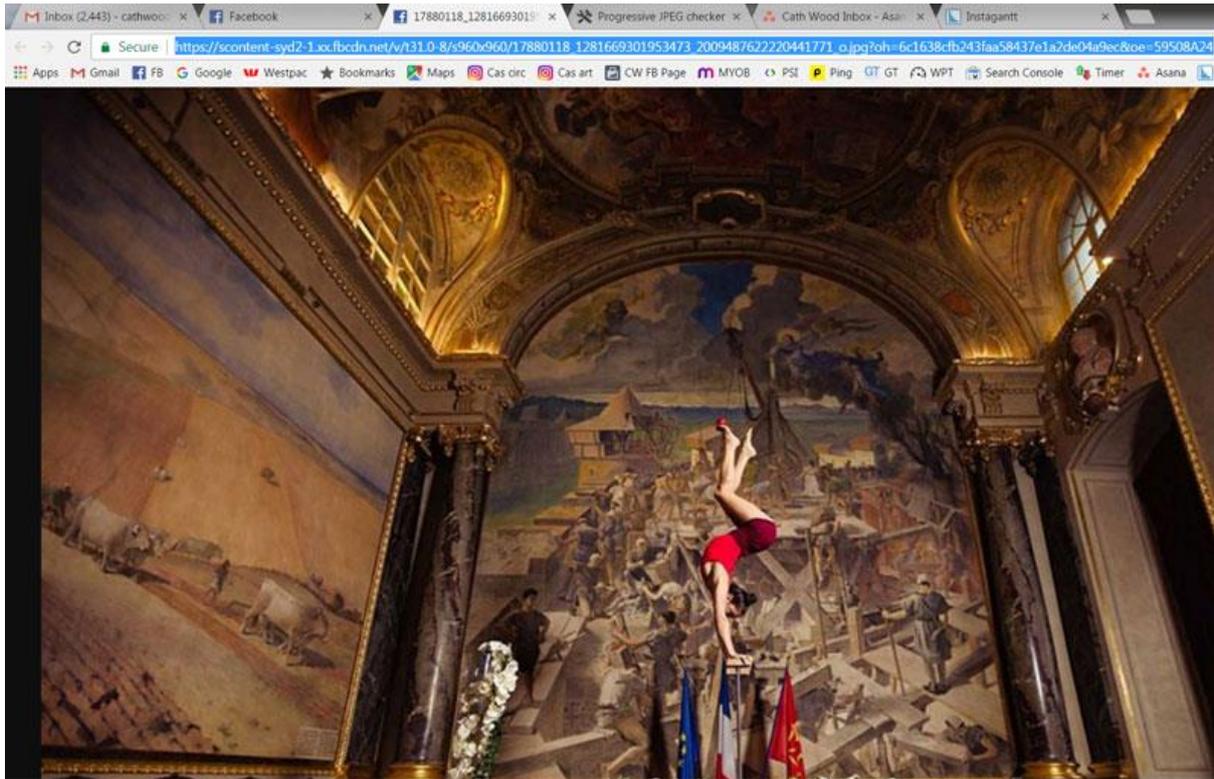
[#proudmamamoment](#) [#notveryrandom](#) [#redballonfoot](#)

Click the image to open it, then right click and choose 'Open image in new tab', or the equivalent in your browser (I'm using Chrome).



Now it will throw open a new tab where you can see the URL in the address bar. [Here's the URL](#) for this picture.

You can see it highlighted in blue here:



Now copy and paste that URL into high load tools and click Check.



Progressive JPEG checker

Check if your image is using Progressive JPEG format online.

Yes.

This image is Progressive JPEG.

This image is progressive.

By contrast, [this image](#) is not progressive.



Progressive JPEG checker

Check if your image is using Progressive JPEG format online.

Check

No.

This image is not Progressive JPEG.

Homework: Experiment with a few images on the internet – are they jpeg progressive?