

Remember:

SSNAP

Size

Size

Name

Alt Tag

Progressive

To Prepare Images for use on your website

- 1) Make a copy of your image so you're not editing the original
- 2) If your image needs cropping, do this before optimising

Right click > Open With > Microsoft Office
Picture > Crop > choose correct dimensions

- 3) Optimise using the tool of your choice. If it's a jpeg image, I recommend RIOT or Photoshop. If it's a png image, I recommend tinypng.com.

(If you're on a Mac, reduce the size then upload to tinypng. It will make a jpeg image progressive.)

'Optimising' achieves 3 things – changing the size in pixels, changing the size in kb, and making it progressive if it's a jpeg image.

NOTE - 'Progressive' only refers to jpeg images.

- 4) For RIOT

Open RIOT (Start > All Programs)

Click Open > Select Image

Say Yes to 'Confirm – This file contains a high resolution....'

Input the width required (for example 795)

** Ensure the 'Keep Aspect Ratio' box is ticked. You should ONLY CHANGE ONE NUMBER*

Ensure Lanczos 3 is selected

OK

Move the slider left and right to achieve the correct balance between quality and size

Use the 10% rule - 1000 pixels wide should be no more than 100kb.

795 pixels wide should be no more than 79kb.

Save

You can also batch this job

Click on Batch

Add images

Select Additional Tasks > Compress to Size AND Resize

Input (for example) 50 in the Filesize threshold box

Set the width at (for example) 795 in the Resize box

Select the Output folder (create a new folder first called Optimised)

Click Start

Once it's finished go to Optimised Folder and check that they're all ok

- 5) Name the image descriptively on your computer
- 6) Upload to WordPress
 - Media > Add New > Select Files > Open
- 7) Input Alt Text on all images
 - Select Edit > Copy and paste the title if it's descriptive, then add some extra details so that Google is really clear on what that image shows.

Image Widths for Divi

1 column: 1080 pixels

$\frac{3}{4}$ column: 795 pixels

$\frac{2}{3}$ column: 700 pixels

$\frac{1}{2}$ column: 510 pixels

$\frac{1}{3}$ column: 320 pixels

$\frac{1}{4}$ column: 225 pixels

Height is not always important, but sometimes – for example when you have several small images lined up across the page, it's very important.

In that case you may like to use 'Cath Wood's Image Cropping Tool' which we'll cover in Lesson 8.

Progressive Image Test – on your computer

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

Progressive Image Test – online

<http://highloadtools.com/progressivejpeg>