Adding Images to a Website

1. Image Quality

Be extremely picky when choosing images. The more compelling your images, the stronger the impression you will leave with site visitors.

Use your own images if you have good ones, but if you don't, avoid "obviously stock" photos by using one of the following high-quality royalty-free photo sites:

- 🖼 unsplash.com
- 🖼 pexels.com
- 🖼 nappy.co

2. Image Size & Optimization

Crop and/or resize images to the appropriate size and orientation for the content area. If your images are large (eg; you don't need a 3000px wide image on your website) they can drastically slow pageload times.

A compression utility will drastically reduce filesize and decrease pageload times, without degrading image quality. After you've resized the image, run it through one of the following compression utilities:

- ✂ tinyjpg.com
- ✂ tinypng.com
- ✂ squoosh.app

3. File Format

In most cases a JPG is ideal, unless your image is meant to have a transparent background, in which case use PNG.

4. Be Mindful of Mobile

Be aware of how your images might crop or rescale in mobile layouts. Often images will scale down or have a different orientation on smaller screens.

Safeguard yourself against unwanted cropping mishaps by using images with a *point of focus towards the middle*, or *use more ambiguous, organic images* without a singular point of focus.

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5. Copyright

Only use images that you have the rights to, whether your own or from a subscription service that grants you the rights to use them. This includes resources that are royalty-free, such as 🖾 unsplash.com or 🖾 pexels.com.

Grabbing images from a Google Image search will likely infringe upon copyright law.