

## Optimizing Images For The Web

Images on your website should be optimized for the web so they load quickly. Visitors to your website expect pictures to load quickly – less than 3 seconds – so your images need to be small enough to ensure an efficient site.

There are three things you can do to properly optimize your images for your online store:

**1. Save The Right Dimensions:** Open the image in photo editing software and view it at a 100%. This allows you to view the image at the exact size it will be displayed on a computer monitor. If it's too big now, it will be too big on your web page. Use image editing software to crop and resize your image to the size you want it to be on the page. If you want a 3" image, resize it to 3". **Don't insert it on the webpage and resize it. Fix it before you insert it.**

**2. Save Images For Web:** When optimizing images for the web, image resolution should be 72 dpi regardless of its original resolution.

**3. Watch the file size:** Where possible, particularly if several images are to be included on the same page, try to keep the file size to below 50 kb.

Take advantage of any existing "Save for Web" feature of your photo editing software.

**Don't have photo editing software?** Try these free options.

**Download and install paint.net.** Paint.NET is a full-featured image editing program that gives you tons of tools to work with through an intuitive and streamlined interface. There is a large community of users behind this product which translates into lots of tutorials available to help you learn the interface. To learn how to use this tool, visit Youtube.com and search for "*paint.net tutorial*."

**Ribbet.com Free Online Photo Editor and Collage Maker:** Ribbet lets you edit all your photos online, from one easy place. Fix your photos in a single click; Fine-tune your results with advanced controls; Crop, resize, and rotate in real-time; Tons of special effects, from artsy to fun; Astoundingly fast, right in your browser; Awesome fonts and top-quality type tool <http://ribbet.com> To learn how to use this tool, visit Youtube.com and search for "*Ribbet tutorial*."

**Pixlr Free Online Photo Editor:** Visit: <https://pixlr.com> and click on the two downward pointing triangles to choose from one of two tools:

- **Pixlr Express** – simple photo editing. *Pixlr Express* is a fun and powerful photo editor that lets you quickly crop, resize, and fine-tune any picture, all in a completely ad-free experience. Choose from over 2 million combinations of free effects, overlays, and borders to further personalize your images. *Pixlr Express* makes you look like a pro, even if you've never . To learn how to use this tool, visit Youtube.com and search for "*Pixlr express tutorial*."
- **Pixlr Editor** – robust photoshop-like feel. *Pixlr Editor* is a robust browser photo editor, for all your editing needs. Have full control over your images, including layers and effects. To learn how to use this tool, visit Youtube.com and search for "*Pixlr Editor tutorial*."