

Better Images Guide

Or ... How to correctly optimize images for the web.

Images that are not prepared correctly for the web will,

- Consume unnecessary bandwidth
- Make pages slow to download
- Annoy visitors so that leave
- Destroy confidence in your site

Fortunately, fixing images is easy. It just takes a little time.

Image Sizes

1. Don't upload pictures any bigger than they need to be. **NEVER** straight from the camera.
2. The banner for a Comfy Page website is 1125 pixels (px) wide and generally 100px to 300px high.
3. Sidebar images would be in the range of 100px to 300px wide.
4. Main content images should not be wider than approximately 800px.
5. You can break these rules only a little bit. Click and drag the corner of an image to make it smaller. Making images bigger will result in poor quality. Scaling down a big image this way still causes the full size image to be downloaded so make sure it is optimized first.

File Types & Resolution

Use only the following file types on a website:

- **jpg/jpeg** Best format for photos
- **gif** Mostly for clipart and animations
- **png** Usually used for icons and small images

For fast downloads a resolution of 72 dpi (dots per inch) is adequate. Photos in a camera are usually 300dpi, over 3 MB in size and 3000px wide. Aim to make each image less than 50 KB with sizes mentioned above.

Compression Software

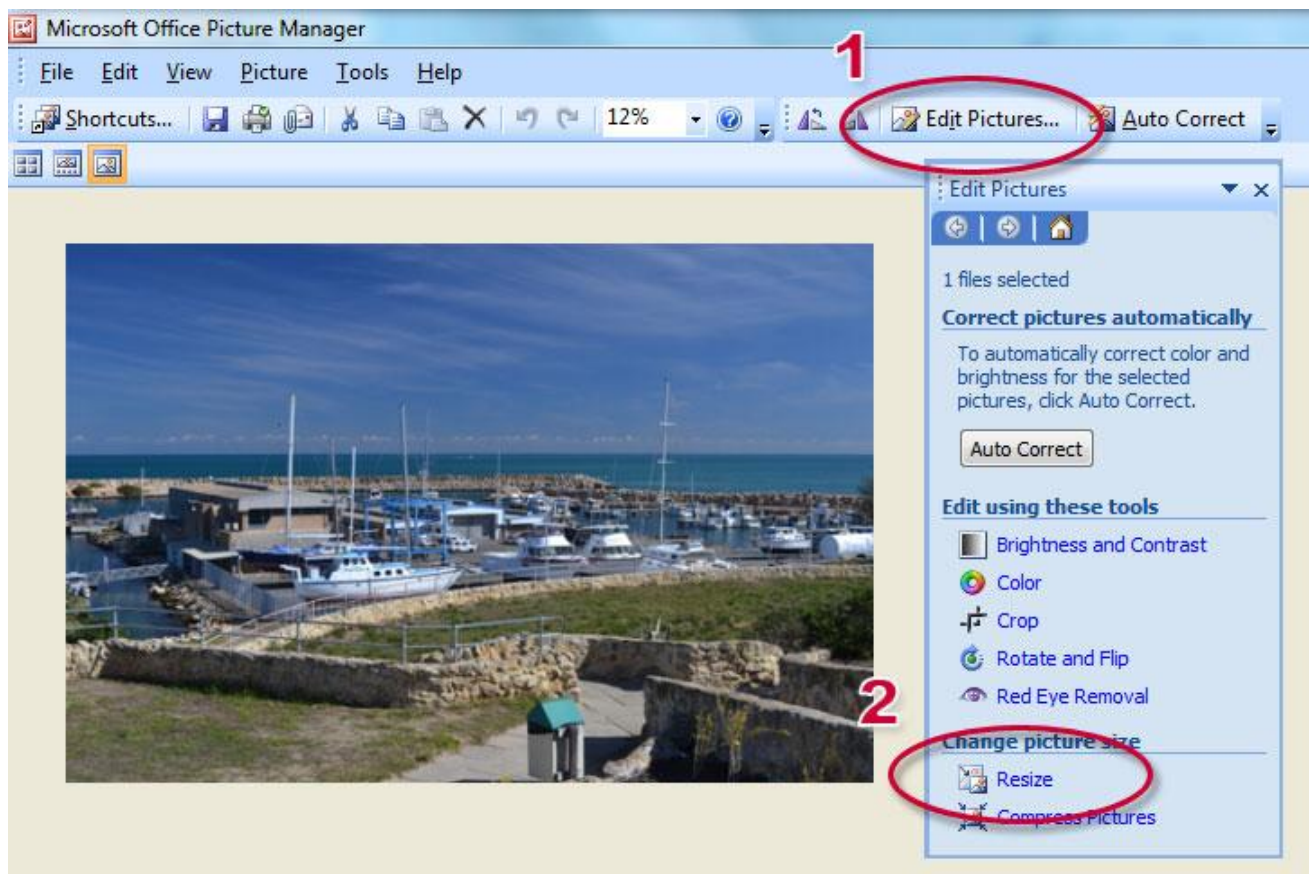
Any decent photo editing software will be able to do the job for you. You don't need to get Photoshop or similar high end programs.

Microsoft Picture Manager is easy to use and comes free with windows.

1. Make a copy of your photo to preserve a full size version of it.
2. Right click on the file and choose **Open With > Microsoft Picture Manager**. It is also called **Microsoft Office** in later versions of windows.
3. Click on **Edit Pictures** on the menu bar. Then **Resize** on the sidebar that appears on the right.
4. Put in the size settings you want then click **OK**.
5. **Save** and close the file.

You can now upload your photo into Comfy Page.

An even faster method is to choose **Compress Pictures** in step 3 then **Web pages** in the following window. It provides fewer options but is useful if you have to do a lot of images.



Resizing an image in Microsoft Office Picture Manager