

# Website Image Sizing

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Use these best practices to ensure your website images look great and load fast. If you're unsure about how best to size an image, simply send the original images, and I'll take care of the rest.

## Image File Type and Naming

- JPEGs are the preferred file types for photographs and images with many colors, and PNGs for images with transparent backgrounds.
- SVG is ideal for logos and icons.
- Avoid BMP, GIF, and TIFF formats as they are not well-suited for web use.
- Use descriptive, relevant file names for images. This helps with SEO and makes it easier to find images in your website's media library.

## Image Dimensions and Resolution

- For hero or large images, aim for a width of 1920 pixels and a height of 1080.
- Smaller images for content should have a width of 1000 pixels or less and the height can vary depending on the context of the image.
- Use a resolution of 72 DPI (dots per inch) for web images.

## Image File Size

- Strive to keep image file sizes as small as possible without compromising quality.
- Large hero images should generally be under 500 KB.
- Smaller content images should aim for under 200 KB.