Image Optimisation Checklist for Websites

Page or project: _____ Date: _____

Before uploading

- ☐ I have the right to use this image (own photo, licence or permission)
- ☐ Photographer credited where the licence requires it
- ☐ Descriptive file name (e.g. red-trail-running-shoes.jpg)

Format

- ☐ Photos: JPEG, WebP or AVIF
- ☐ Screenshots and graphics with text: PNG or WebP
- ☐ Logos and icons: SVG from a trusted source

Size and compression

- ☐ Resized to about 2x the largest displayed width (e.g. 1600 px for an 800 px column)
- ☐ Compressed at quality around 70 to 85, checked visually
- ☐ Hero images ideally under about 200 KB; others smaller where possible

On the page

- ☐ Width and height set to prevent layout shift
- ☐ Responsive versions provided (srcset and sizes) where supported
- ☐ Images below the fold use loading="lazy"
- ☐ Main image at the top is NOT lazy-loaded

Accessibility and SEO

- ☐ Meaningful images have specific, concise alt text
- ☐ Decorative images use alt=""
- ☐ Important text is in the page, not only inside images

After publishing

- ☐ Page tested in PageSpeed Insights
- ☐ No "properly size images" warnings remaining

Guide: www.flexyblogs.com/blog/how-to-compress-images-for-the-web