

Image Optimisation

Images are eye-catching elements of web pages, including high traffic ones such as the home page and product detail pages. They are also important for banners and articles. Optimising images to get that balance of quality *and* file size is critical. Low quality images or those that take too long to load will lose user engagement. Slow loading can also affect your SEO rankings. Here is a general article about [optimising images](#) for the web.

Quick guide

The basics of maximising image quality while minimising file size that apply to your Customer Self Service eCommerce Platform site are summarised in this quick guide. It is assumed that an image editing software such as Photoshop is used to manipulate and export image files.

Experiment and test to find the right balance for each image used on your site.

File type	☐ Select the right file type depending on the image. The general rule of thumb is: ◦ PNG or SVG for vector-based images such as icons and logos ◦ JPG for photography-sourced images
Colour mode	☐ Ensure images are saved in RBG mode. Colours will look different depending on mode. RGB (best for screen), CMYK (best for print) Here is an article explaining the difference.
Compression	☐ Compress image files. ◦ Compression reduces storage and load times but will affect quality. Photo editing software includes compression tools you can use to optimise compression while maintaining the quality needed. Here is an article explaining compression.

Dimensions and resolution	☐ Accommodate the device type(s) of your users when deciding dimension and resolution. - If an image is to appear on mobile, tablet and desktop devices, consider the resolution of images for each type. - Dimensions: remember that desktop is wider and mobile is taller, with tablet in between. Banner Images Select Banner For All Devices Clear All ☒ The same banner will render across all devices, or select individual device banners Mobile  Select Mobile Banner Recommended 400 x 600px ~ 100kb ~ JPG Tablet  Select Tablet Banner Recommended 1024 x 500px ~ 200kb ~ JPG Desktop  Select Desktop Banner Recommended 1620 x 600px ~ 400kb ~ JPG - Resolution: In general, for banners and other images*, save images at 72dpi. Optimal for newer smartphone screens is 300+dpi. However, bear in mind the higher the resolution, the larger the file size. *Product images are sampled at the following rates via the Integrator: 50 pixels - email 250 pixels - product grid 500 pixels - product gallery 1000 pixels - zoom  Specifying device type Use the device type display options when adding banners on your website. You can also deselect a device type so a banner does not display on it.
File size	☐ Minimise file size Recommended maximum file sizes: 250kb for desktop and tablet, 50kb for mobile.

Related help

- [Default Product Image in a List](#)
- [Best Image Sizes for Zone](#)
- [Disable large image optimisation](#)
- [Automatic Image Tagging for Variants](#)
- [Upload Category Images in the CMS](#)
- [Change Placeholder Images](#)

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