

Josh's Image resizing notes for IMAGE OPTIMIZATION

For [SusieCarder.com](https://susiecarder.com) - Dec 8 2022

I scanned the server today and found 46 images that aren't even being used on the site. The largest is 46MB (https://susiecarder.com/wp-content/uploads/2021/10/SC_SignOnCards_All.pdf). This is a dagger to Susie's SEO and hurts everything a dozen team members are trying to do.

Image Optimization techniques are different for JGG and PNG files.

Easy JPG tutorial here: <https://helpx.adobe.com/photoshop-elements/using/optimizing-images-jpeg-format.html>

Remember that image optimization basically means making it lower res (IE smaller).

As you know, by default, WordPress uses four different sizes of the same image :

- **Thumbnail** (150 x 150 pixels)
- **Medium** (up to 300 x 300 pixels)
- **Large** (up to 1024 x 1024 pixels)
- **Full Size** (the original image size)

Podcast blog post images for 2023 should be 1200 x 630 pixels and **1200 x 900** pixels in landscape mode or 900 x 1200 pixels if in portrait mode. I like resolution to be at 72ppi if possible or 120 if needed and always in RGB format. **Neeeeever use CMYK files on a website.** CMYK is a printer language for printing. RGB is for web.

Always DELETE unused images! Each one is a dagger in Susie's SEO score.

Please deactivate and delete any unused plugins for the same reason. There are 16 plugins I don't recognize from my initial build.

Meow Media Cleaner is an awesome app to run a scan on a site and see what images and files are on the server but never get used. Then you can delete them I found

Naming image files makes or breaks your initiatives. If your images are titled 847328747432.JPG then the Google crawl (bots) will pass right over you and mark us as non-authoritative.

THIS is probably the most helpful link Google has ever given us web people. It explicitly tells us what they need to see to award SEO.

Here's a fantastic Gaussian blur trick to lower image sizes:

<https://www.webfx.com/blog/web-design/advanced-image-optimization/>

If you want to master image optimization, research these two very important terms too! :

Selective JPEG Compression - Pixel-Fitting