

Image Optimization Checklist

A practical checklist for preparing website images that load efficiently, look sharp, and work well across devices.

Goal: Reduce unnecessary image weight while keeping useful visual quality. Review dimensions, format, compression, accessibility, and final page performance.

1. Before You Upload

- Remove unnecessary duplicate images and outdated versions.
- Start with the best available source image rather than repeatedly resizing a low-quality copy.
- Check orientation, crop, and framing.
- Remove metadata that is not needed when privacy or file size makes it appropriate.

2. Choose the Right Dimensions

- Match dimensions to the largest size actually needed on the page.
- Avoid uploading a very large original when a smaller version is sufficient.
- Prepare appropriately sized versions for different layouts when needed.
- Check thumbnails separately from full-width images.

3. Choose the Right Format

- Use JPG/JPEG for many photographs and complex photographic images.
- Use PNG when lossless quality or transparency is important.
- Consider WebP when it provides a useful balance of quality and file size for your workflow.
- Choose the format for the image's actual needs, not only because it is familiar.

4. Compress Without Making Images Look Poor

- Compress images before uploading them to the website.
- Compare quality at the actual display size.
- Check for visible artifacts, banding, blur, halos, or excessive sharpening.
- Re-test important images after compression.

5. Accessibility and SEO

- Add descriptive alt text for images that communicate useful information.
- Keep alt text specific and natural rather than stuffing keywords.
- Use meaningful file names where practical, such as product-blue-shirt.jpg.
- Handle decorative images appropriately for accessibility.

6. Page Performance

- Use lazy loading for images below the initial viewport when appropriate.
- Avoid unnecessarily blocking initial page rendering with large images.
- Use width and height attributes or equivalent layout controls to reduce layout shifts.
- Test the final page on both mobile and desktop.

Quick Image Format Guide

Format	Good fit	Watch for
JPG / JPEG	Photos and photographic images	Lossy compression artifacts
PNG	Transparency and lossless graphics	Can be larger for photos
WebP	Modern web delivery and many general uses	Check your workflow requirements

Final Pre-Publish Check

- The image is the right dimensions for its placement.
- The file is compressed appropriately.
- The chosen format matches the image's purpose.
- The image looks good at its real display size.
- Alt text is present when the image needs it.
- The final page was checked on phone and desktop screens.

Listovix tip: The smallest file is not always the best file. Aim for an appropriate balance of visual quality, dimensions, format, and loading performance.