

## Photos for Web

### Benefits of Optimizing Photos for the Web:

1. **Improved Page Load Speed:** Large image file sizes can significantly slow down web pages, leading to higher bounce rates and decreased user satisfaction.
2. **Bandwidth Optimization:** Optimized images consume less data. This reduces network strain, allowing for faster image delivery and lowering data usage costs.
3. **Enhanced User Experience:** Fast-loading images contribute to a positive user experience by reducing wait times and providing immediate visual content. Users are more likely to stay engaged and explore further when they can quickly access images without interruptions.
4. **Mobile Responsiveness:** With the prevalence of mobile browsing, optimizing photos is critical. By reducing file sizes, images can load faster on mobile devices, accommodating users with limited bandwidth and ensuring a seamless experience across different screen sizes.

### Optimal Image Format:

1. **JPEG (Joint Photographic Experts Group)** is preferred for Web use when choosing an image format. JPEG files are known for their compression algorithm, which reduces file sizes without compromising image quality. This means that JPEG is ideal for quickly loading Web pages.

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## Resolution Optimization:

1. Resolution can significantly optimize an image's visual impact while minimizing its effect on Web page load times. A resolution of 72 DPI (dots per inch) is widely recommended for effective Web optimization since it ensures image clarity while maintaining a smaller file size. By adjusting the resolution of your images to 72 DPI using image editing programs, you can optimize them for web usage.

## Optimal Image Dimensions:

1. Determining the appropriate size for a photo on your website is essential to avoid excessive file sizes. It is recommended to set the width or height in pixels (px) to optimize loading times and overall website performance (Click [here](#) to view how different-sized images look in Cascade CMS). Maintaining the image's aspect ratio while resizing is important to prevent distortion. You can also consider cropping the image to refine its composition if needed.
2. To view an image's pixel dimensions, you will first need to locate the file and open the image ("Preview" is most common for Mac users; "Photos" is for Windows users). These dimensions represent the number of pixels in the image.
  1. Mac: Click on "Tools" in the menu header and click "Show Inspector" to view the image's dimensions
  2. Windows: Click on the three dots on the right side of the menu header and click. "File Info" to view the images' dimensions.

## **CMS Size Examples (By Pixel Width)**

100 px



150 px (Standard Mugshot Image)



250 px



350 px



450 px



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700 px

