

## IMAGES: Size and Quality

In the presentation, we discussed getting your max-width in order to only upload image sizes that you actually need. But here's a couple more things to keep in mind:

### CONTROLLING GENERATED IMAGE SIZES

WordPress automatically generates additional images sizes when you upload an image. The standard sizes in WordPress are as follows:

1. Thumbnail (150×150)
2. Medium (300×300)
3. Large (1024×1024)
4. Full Size (Whatever the image dimensions are)

This can be customized though, and you might really want to. For example, if your content area is only 700px wide, you don't want to have to load that 1024px image in every single post. So it would make sense for you to create a new image size (maybe called "Content width") that is 700px wide.

**RESOURCES:** *Plugin: "Simple Image Sizes" | Codex: `add_image_size()`*

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### FEATURED IMAGE SIZES

Another thing to keep in mind is that most often you want to set a "Featured Image" for a post that will look great on social media. For example, if you want that full-width image to appear when your readers share your content, you'll want your Featured Image (or `og:image`) to be set to 1200px wide.

**RESOURCES:** *Search for the Sprout Social "Always Up-to-Date Guide to Social Media Image Sizes"*

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### OTHER MENTIONED RESOURCES

**IrfanView** : For image editing and compression for free. Make sure you also download and install the “Plugins” as well.

**TinyPNG**: An online image compression tool which also has a WordPress plugin and service which is both very effective and affordable (free for most users).

**Kraken.io**: An online service which provides automated image compression as well as storage and usage statistics.

**Compressor.io**: An online compression tool, useful for compressing images one at a time and can handle animated Gif compression as well.

## IMAGES: Screen Sizes

### RICG

This plugin does what it’s supposed to do really well. One thing it does NOT do, is allow you to designate a different image or a differently cropped version of the same image at different breakpoints.

**RESOURCES:** *Smashing Magazine’s article:* **RICG Responsive Images For WordPress**

Another thing you want to keep in mind is to check how well your theme handles the default WordPress class names for images, specifically alignleft, alignright, and alignnone. For example, you might want on desktop to have your image floated left and allow the text to wrap around it. This is done with the alignleft class when you select the left alignment. The problem is that at certain breakpoints you might end up having an “orphaned” word that fits to the right of your image but the others don’t. So you’ll want your alignleft’s to clear text on smaller devices.

## IMAGES: Search Engines

In the presentation, we discussed file names, alt tags, and Yoast SEO. This is a deep topic and you'll be happiest when you've dug into these resources yourself.

### UNDERSTANDING KEYWORD RELEVANCY

For your images to be truly SEO relevant, you want the alt tag to be descriptive of the actual image and related to the content of the page the image is found on. Here's a few tools that can help with that.

#### RESOURCES:

##### *Mozbar (Chrome Extension)*

This give you a lot of SEO tools for every page you visit. It's an excellent learning tool.

##### *SEO Friendly Images (WordPress Plugin)*

While the ratings are not great on this, it works well. Basically, it auto populates your image alt field based on the file name. This just insures that you don't forget the Alt tag. So while it's not necessary it can be useful for those who forget.

## OTHER TIPS

- Look up "Enhanced Media Library" WordPress plugin. It's invaluable for organizing your images logically.
- Remember that alt and title fields are tied to the image. So if you want to use an image in different places with different alt or title tags, you'll need to upload it again.
- Retina is a whole 'nuther ball 'o wax. For now, look up "WPLift WordPress Themes Retina Display Ready"
- WordPress' "Media Attachment Pages" can be really useful for SEO, don't disable them in Yoast. Instead, optimize their meta data by going to "SEO > Titles & Meta" and then the "Post Types" tab and customize the "Media" section.