

Profusion Web Solutions

Resizing Images for the Web (Plain-English 2025 Guide)

If your website pages load slowly or your pictures look fuzzy or stretched, your images are probably too big or the wrong type. Good news: a few simple tweaks can make your site load faster and look sharper.

The super-short answer (what to use)

- **Photos** (people, places, products): **AVIF** first. If that's not available, **WebP**. (Old fallback: JPEG.)
- **Logos & icons** (simple shapes): **SVG** (stays crisp at any size).
- **Pictures that need a clear background** (badges/overlays): **WebP** or **PNG**.
- **Animations** (short loops): **WebP (animated)** or **APNG** (better than GIF).
- **Formats to skip for websites right now: HEIC/HEIF, JPEG XL** (not well supported in most browsers).

If that list feels like alphabet soup, don't stress—just remember:
Photos = AVIF/WebP. Logos = SVG

How big should my images be?

- **Regular page images:** up to **1200–1600px wide** (covers most screens).
- **Big banner/hero images:** up to **1920–2560px wide**.
- **Logos & icons (SVG):** no size worries—SVG scales cleanly.

Rule of thumb: Bigger than you need = slower pages. Aim for the smallest size that still looks great.



10-minute “better images” routine (any website)

- **Pick your max sizes**

Hero: 1920–2560px. Normal content: 1200–1600px.

- **Export in a modern format**

Try **AVIF**. If you can't, use **WebP**. (If your tool only does JPEG, that's okay—it's just not as small.)

- **Name files clearly**

bellingham-roof-repair-cedar-shake.avif (good) vs IMG_1234.avif (bad).

- **Upload**

Choose the right size for your builder...

That's it. You just made your pages lighter and faster

Tip:

Only let **one** tool handle lazy-loading.



Two small things that make a big speed difference

- **Don't lazy-load the big banner image at the top** of your page (that's the one visitors see first). Everything else can be lazy-loaded.
- **Always set width and height** when you can. It prevents layout "jumping" while the page loads.

(If that sounds technical: your theme or plugin may be able to do this for you once it is set up correctly.)

Common mistakes (and easy fixes)

- **Uploading 8–12MB photos from your phone** → Export to **AVIF/WebP**, max **1920–2560px**. You'll cut size by 70–90%.
- **Using PNG for photos** → Switch to **AVIF/WebP** (PNG is best for graphics, not photos).
- **Giant logos** → Use **SVG** so it's tiny and always sharp.
- **Animated GIFs** → Convert to **WebP (animated)**. Smaller files, better quality.



Quick FAQ

- **Do I have to learn code?** No. In WordPress, there are plugins to do the heavy lifting.
- **What if my tool can't export AVIF?** Use **WebP**. It's still a big upgrade over JPEG.
- **Will this help my Google scores?** Yes—faster images improve the “Largest Contentful Paint” (how quickly the main content appears).
- **Do I need to redo old images?** Start with your most important pages (homepage, top services, top posts). Improve the rest over time.

Tiny glossary

- **Format** = the type of image file (AVIF, WebP, JPEG, PNG, SVG).
- **Hero image** = big banner picture at the top of a page.
- **Lazy-load** = don't download images until the visitor scrolls to them.
- **SVG** = a file type for simple graphics that stays crisp at any size.

Want us to just handle it?

We can convert your library to AVIF/WebP, swap in SVG logos, and set WordPress to do the smart stuff (right sizes, lazy-load rules, and fast banners). Let us know if you would like assistance in cleaning up your WordPress website.

