SHOWIT IMAGE SIZE

idefines REBEL STUDIO DESIGN



a diaper, which is equivalent to about three 40-hour work weeks each year.

Human morns lend to cradle their babies on the left side of their bodies, especially in the early months. This left-handed bias likely has to do with the human brain's lopsided layout sensory information on the left side of the body is processed on the right side of the brain,

WHY NOW?

average Mom will ha changed approximately 7.300 diapers by the time her baby reaches age two!



voice vs. a stranger's eases older children's life hug. The sound of stress hormone, cortis oxylocin, a hormone li



Your children have moved out and started families of their own, You're relaxing in Your children have moved out and started families of their own, You're relaxing in home as an empty nester, it's 5:00 pm, you're snuggled on your armchair, stuck being to the rain tap on the window, and you pour yourself a glass of wine. Yo istening to the rain tap on the window, and you pour yourself a glass of wine. Yo one of your photo memory books on the coffee table and begin a trip down memory

Asia -

O1 HERO IMAGES (FULL-SCREEN/BACKGROUND IMAGES)

Full-width images would be used for

hero images, full-screen slideshows, and banner images.

- 🗆 2400 x 1600px
- 🗆 jpeg
- 🗆 saved for web
- □ optimized

02

CONTENT IMAGES

Content images would be used for sections consisting of images, text areas, call-to-action-buttons, etc. Basically, the most used image scenario on your website!

Horizontal

□ Max width 1500px - jpeg

 $\hfill\square$ saved for web

 \Box optimized

Vertical

□ Max width 1000px - jpeg

 $\hfill\square$ saved for web

 \Box optimized



SLIDESHOW IMAGES

Similar to content images; make sure they are all the same height, regardless if they are horizontal or vertical.

- 🗆 Max height 1500px
- 🗆 jpeg
- 🗆 saved for web
- \Box optimized



BLOG POST IMAGES

Similar to content images; make sure they are all the same width, regardless if they are horizontal or vertical.

- 🗆 Max width 1500px
- 🗆 jpeg
- 🗆 saved for web
- \Box optimized



FEATURED IMAGES

Portrait, landscape, and hero images. Consistency is key here - choose whether you want all horizontal or all vertical.

Horizontal or Vertical

□ Max width 1500px □ jpeg

 $\hfill\square$ saved for web

 $\hfill\square$ optimized



OVERALL BEST SIZE

Using the same image for a few different things? Maybe a blog post and a gallery, or gallery and content image?

□ Max width 1000px

□ jpeg

 $\hfill\square$ saved for web

 \Box optimized



OPTIMIZING AND QUALITY

- Make sure you label your images

correctly for SEO purposes.

- Also, save them in the correct color

format (sRGB for web)

- Save in one of the following formats: .jpg, .gif, or .png.

- .jpg will be the most common format for photographers.



FILENAMES

For example, a Wedding Photographer
in Tampa at the Mason House:
Label your images, weddingphotographer-mason-house-tampa.jpg

Your images will be much more SEO friendly and will help when searching for an image to add to your page.

09

EXPORTING IN LIGHTROOM

1. Highlight and Export

2. Export Dialog Box

1. File Naming: rename (if you haven't already) to an SEOfriendly name (see above)

2. Image Format: set to JPEG

- 3. Quality: 75% or higher
- Do NOT check "limit file size to"

4. sRGB colors

5. Image Sizing: check "resize to fit" and select "width & height" (In the box W: add value needed (1500px typically)

Leave H blank - it will be set to auto

Output Sharpening: select "Sharpen for" and select
 "High"

Useful tool: WP Meta SEO will allow you to label each image quickly once in WordPress.

10

IMAGE SEO

Now that your sizing is correct, and you have renamed your images, now you need to add ALT tags! The ALT tag is what search engines use to read images.

You can do this individually, or use a variety of different plugins to speed up the process.

- WP Meta SEO will allow you to label images quickly

- Automatic Image ALT Attributes will add the ALT tags automatically, based on the name of the image or the image description.