

SHOWIT IMAGE SIZE

Guidelines

REBEL STUDIO DESIGN



01

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
- ☐ saved for web
- ☐ optimized

Vertical

- ☐ Max width 1000px - jpeg
- ☐ saved for web
- ☐ optimized

03

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
- ☐ optimized

04

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
- ☐ optimized

05

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

☐ saved for web

☐ optimized

06

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
- ☐ saved for web
- ☐ optimized

07

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.

08

FILENAMES

- For example, a Wedding Photographer
in Tampa at the Mason House:

Label your images, wedding-
photographer-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 SEO-friendly 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

6. 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.