IMAGES

FINDING AND PREPARING
THEM FOR WEB

Using images on the web can leave people feeling confused and wondering firstly where to get them from and secondly how to get them to work well with their website pages, especially on different size screens. You also need to take site speed load times, large image files are a massive cause of slow websites so it's important to optimise your images before uploading them to your website.

Different types of images

Images on the internet are not all free to use, there are often copyright laws to consider, and if you take someones image from their website, unless specified, it's likely that you will be breaking these laws. To avoid getting caught and best case scenario being asked to take it down worst case you get fined, make sure you know about the different licences.

Royalty Free -
Royalty free doesn't quite mean free, you will need to pay a one time fee but you won't need to keep paying each time you use the image.

Public Domain -
This means you can use the image for free anywhere, you don't even need to apply a credit. This is because the rights aren't owned by anybody.
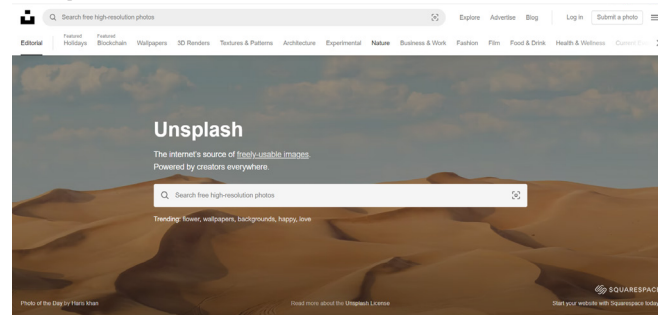
Creative Commons -
This is the licence you'll probably encounter most when looking for free images, it means the owner of the image allows others to use the image in anyway they want free of charge.

Some creative commons and public domain names may request an attribution or link back to their site, this will be stated at the point of source.
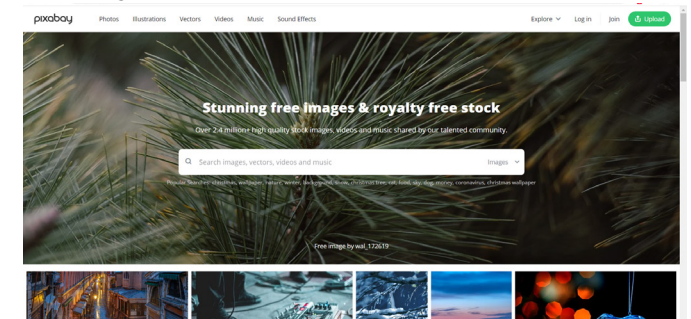
Where can you find images?

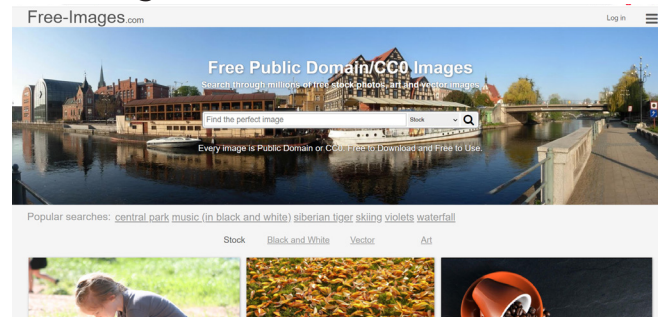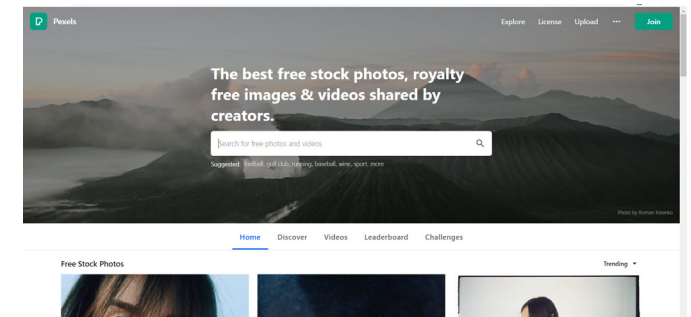Here are a few websites that you can find free to use images:

Unsplash.com
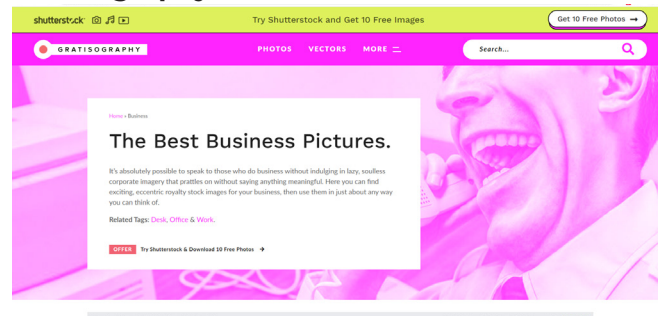

Pixabay.com

Free-images.com

Pexels.com

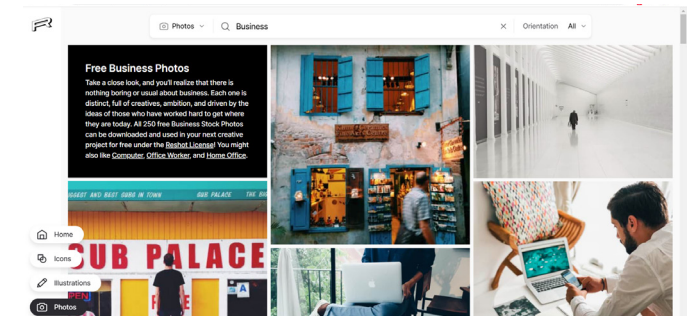### Gratisography.com

ReShot.com

Optimising images for the Web

Once you've downloaded the images that you want to add to your website, you may find the file and size of the image is huge! The large file size will slow down your site and the massive size of the image will also possibly take up too much screen space.

Benefits of image optimisation:

- Less storage and bandwidth used

- Better SEO

- Faster website

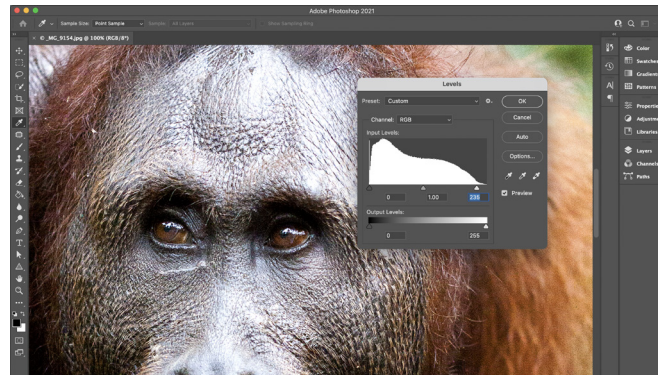- Higher conversion rates for leads and sales

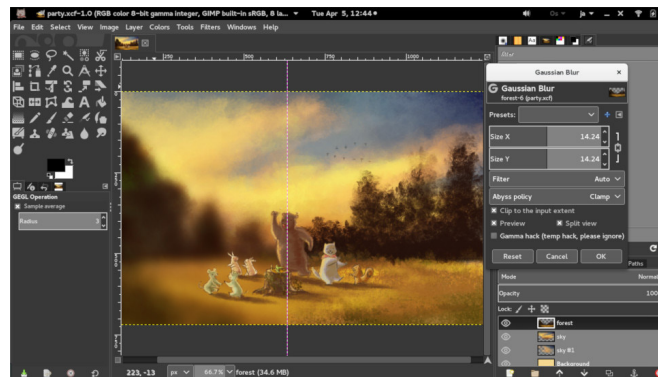
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The best tools to optimise your images

Photoshop - one of the best premium software options for image optimisation out there, simply choose 'Save for web' from the file menu.

GIMP - A free and open source software platform that will let you optimise your images but with a few more steps than Photoshop.

TinyPNG - A great online application that you can go to to compress your images, without having to mess about too much.

JPEGmini - Reduces image file size but retains the overall quality of the image.

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