Think with Google

Quick guide to faster websites
Optimise images by following **these four steps:**

An increase in page speed leads directly to an increase in revenue. To increase page speed you should reduce the page size - the most impactful way is to begin with the **optimisation of images**. If you want to dive deeper into automated image optimisation, check out images.guide

1 Prioritise critical images

"The most optimised image is the non-existing image"

Removing images reduces page weight and maintenance.

You should consider:

- Removing unused and unnecessary images
- Prioritising loading hero images first
- Using CSS effects and animations where possible
- Using web fonts instead of encoding text in images

Start working with image prioritisation

2 Choose the right format

Next, ensure that your images are formatted correctly. Aim to start with WebP for optimal quality. Then, fallback to:

- JPEG for photos
- PNG for transparencies
- SVGs for icons and shapes

Use progressive JPEG for images over 10k bytes to make larger images appear to load fast.

Learn more about selecting the right image format

3 Compress and resize

Optimising images can help you achieve the largest byte savings and performance improvements for your website.

- Compress images and remove metadata
- Experiment with quality settings for your formats
- Resize images on the server side
- Enable GZIP compression for files
- Use automated tools for image optimisation
- Use responsive images to adjust to screen sizes

Dive deeper into our optimisation checklist

4 Use loading techniques

Once everything else is in place, you need to make sure that your images are delivered as quickly as possible.

- Lazy loading: Load images only when needed
- Conditional serving: Serve different image versions to optimise for device, browser, and network quality
- Placeholders: Occupy space while loading
- Caching: Speed up for returning visitors

Learn more about advanced loading techniques

Make speed a KPI

In our research, we found that the number of images on a page was the second greatest predictor of conversions. Optimising images is a fast and cost-effective way to experience results, but in order to make speed optimisation sustainable in the long term, site speed should be added as a KPI across your organisation.

Learn more about KPI setting and performance budgets

Optimise your images today

One reason: **there's no downside**. Your site speed improves, which impacts both your search engine ranking and your conversions on the site.

Run a Lighthouse Audit to identify your opportunities

Every byte counts!

Etsy discovered that 160KB of additional images caused their bounce rate to **increase 12% on mobile devices.**

Source: Lara Hogan, "Designing for Performance", 2014.

thinkwithgoogle.com/benelux