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.