

The Egenz Guide

HOW TO OPTIMIZE IMAGE TO SPEED UP WORDPRESS WEBSITE





UPLOADING TOO MANY IMAGES

Images play a very important role in any website; it can attract more users to visit your website.

A quality images or images with quality content can attract tones of traffic to your website.

When your images include proper alt tag and title tag, it will show up in Google Image Search.



PLUGINS

OPTIMIZE IMAGE AFTER UPLOAD

Optimize your images with plugins.

1. IMAGIFY

2. WP Smush

3. Optimus

4. Hammy

5. EWWW Image Optimizer

6. Kraken Image Optimizer

7. ShortPixel Image Optimizer

8. Imsanity



PROBLEM #1

WEBSITE LOADING SPEED AFFECTED

Website loading speed affected.

It will takes longer time to load a single page.

Let's say, in your landing page, you have 50 images and each image is very big size, it will takes a few minutes to load the whole page.

When user can't view the page, they will leave..



PROBLEM #2

SEO RANKING AFFECTED

Search Engine will rank website that load faster.

Loading speed has become one of the factor Google use to rank website.

When website loading speed is too long, it will affect your SEO Ranking.

Have you try load your website with multiple devices?

How much times it takes to load your home page?



PROBLEM #3

TRAFFIC DECREASE

Search Engine will rank website that load faster.

When your SEO Ranking drops, you will see decrease in your traffic, it will affect your sales!

If your sales rely heavily on SEO, you may need to take note on this seriously.



SOLUTION #1

RESIZE YOUR IMAGE

Resize the image into smaller size.

Most of the time, website designer or the business owner upload the original image without doing any resize.

Imagine, original image size is 12 megapixels, which dimension is 4000px, it will takes time to load 1 single image.

But, what if your website has tones of images?

How much time it need to load all images?



SOLUTION #2

OPTIMIZE YOUR IMAGES

Optimize your images without affecting the visual

Normally an image file contains a lot of redundant data, you may remove the redundant data without affecting the visual.

There's no much difference if you compare the image before optimize and after optimize.



METHOD #1

OPTIMIZE IMAGE BEFORE UPLOAD

Optimize your images with software before you upload.

There are many images editing software will allow you to optimize the image you are editing.

If you are using Photoshop, you can use the function "Save for Web".

It will optimize the image.



METHOD #2

OPTIMIZE IMAGE AFTER UPLOAD

Optimize your images with plugins.

If you are using Wordpress for your website, there are a lot of plugins available for you to optimize your existing uploaded images.

We tested a couple of plugins, we personally love to use IMAGIFY plugin to optimize the images.



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Level 27, Penthouse Centrepoint North,
Mid Valley City,
59200 Kuala Lumpur.



+603 2280 6288



www.Egenz.com



info@egenz.com