

Web image best practices

Choosing the right format for the job is a good start. Here are some additional tips for effective image use on your pages.

- **Good filenames:** Instead of naming an image 0000234.jpg, make your filename reflect the image. A descriptive filename can give Google and other search engines clues about the subject matter of the image, which in turn could even possibly improve the search engine's ranking of your page.
- **Avoid saving important text in an image:** Because not all visitors can access all image formats, try to avoid saving important text, such as page headings, in images. To ensure maximum accessibility of your important text based content, keep it as text in Muse.
- **Think small file sizes:** Because your web pages must download before visitors can view their content, you need to consider the size of image files. For instance, the large file of a pixel-heavy background image will load more slowly than a small file tiled behind the same space. Likewise, when adding multiple images on a page, consider how long it will take to download all of them.
- **Work in pixels:** When working in image-editing applications, set the units to pixels so that you can judge dimensions easier. When you are creating the images yourself, make sure they fit close to 100% in Muse. Likewise, be sure to tell other designers the specifications of the image size you need.
- **SVG when you can:** Because SVG (Scalable Vector Graphics) is a vector file format for the web, it is infinitely scalable. This means one file (usually) will work for a fully responsive site, instead of several raster image files (like JPEG) at different sizes.
- **Create image content to scale:** This one seems obvious, but if you create an entire web design in Photoshop using a document width of 1200 pixels for website 1300 pixels wide, you just created extra work. Why save content that you'll need to resize later? Use the proper dimensions the first time.
- **Save in the RGB color space:** When you save .png or .gif files, the image color space automatically converts to the correct color space for the web. When you save .psd or .jpg files, however, you need to ensure manually that the image is in the RGB color space before you use it in your design in Muse. Remember, when you use the File > Save for Web & Devices command in Adobe Photoshop, Photoshop converts the image to 72ppi and the RGB color mode automatically.