1. **CHOOSING THE RIGHT IMAGE FORMAT**

As a basic rule of thumb, choose JPEG for photos and PNG for graphics.

**JPEG**

Joint photographic experts group or JPEG as it’s commonly known supports 16 million colours and is the smallest file size for photos. Using JPEG for your photo’s means the image will not only load faster, but it will also appear more vibrant.

**PNG**

Portable Network Graphic (PNG) supports fewer colours than JPEG but allows for image transparency and is becoming the default choice for website elements like graphics and logos.

**GIF**

Graphics Interchange Format (GIF) supports 256 colours, transparency and can be animated.

Whenever you upload an image, WordPress automatically creates 4 different image sizes:

* Thumbnail size (150 x 150 pixels)
* Medium size (maximum 300 x 300 pixels)
* Large size (maximum 1024 x 1024 pixels)
* Full size (the original size of the uploaded image)

WordPress does this, so you don’t have to keep resizing images manually and to ensure the best image size is selected for different locations on your website.

For example, the image size used in the header of a blog post will be different from the blog post’s thumbnail image.