

# Web Developer

HTML, CSS e Strumenti di Digital Marketing  
(SEO, SEM, SEA)

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# Image optimization

On-page seo

Shadi Lahham - Web development

# Image optimization

# WebP

## **Superior compression**

WebP uses both lossy and lossless compression, resulting in smaller file sizes which translates to faster page loads and reduced data usage

## **Transparency support**

WebP supports alpha channels, allowing transparent images similar to PNG but with smaller file sizes

## **Reduced page load times**

smaller images load faster, improving user experience and potentially boosting SEO rankings

## **Browser compatibility**

WebP is [supported](#) by popular browsers and to ensure compatibility with older browsers, websites often use `.jpg.webp` file extensions as WebP with a JPEG fallback; conditional loading or server-side optimization is recommended to handle these fallbacks

# AVIF

## Superior compression

AVIF typically achieves smaller file sizes than WebP without sacrificing quality

## Wide color gamut

AVIF supports more vibrant and accurate colors, making it ideal for high-quality visuals

## Transparency support

like WebP, AVIF supports transparent images, making it versatile for web use

## Browser compatibility

AVIF is [supported](#) by popular browsers but some software applications don't support well yet while WebP is supported by more browsers and tools

# SEO benefits

## **Improved page speed**

smaller optimized image file sizes lead to faster loading times, which is crucial for SEO and user experience

## **Mobile optimization**

optimized images ensure your website displays well on all devices, including smartphones

## **Social sharing**

high-quality images are more likely to be shared on social media, driving traffic to your site

## **Conversion rates**

visually appealing and optimized images can positively impact user engagement and conversions

[Optimizing images for web](#)

# SEO considerations

## Alt text

provides a text alternative for images, aiding accessibility and SEO, and accurate alt text can improve search engine visibility

## Descriptive file names

use clear, keyword-rich file names to help search engines identify image content, further contributing to search engine visibility

```

```

**File name:** sunset-over-beach.jpg clearly describes the image content

**Alt text:** provides a detailed description for visually impaired users and search engines

# SVG is SEO-friendly

Scalable Vector Graphics is a text-based format, offering smaller file sizes and responsive design without loss of quality, and search engines can crawl svg content, which improves visibility; integrating keywords within svgs can further enhance SEO

```
<svg width="200" height="150" viewBox="0 0 200 150">  
  <title>Red Mountain Bike</title>  
  <desc>A red mountain bike with a black frame and white tires.</desc>  
  <g id="bike">  
    <path d="M10,10 L10,100 L180,100 L180,10 Z" fill="red" stroke="black" stroke-width="2" />  
  </g>  
</svg>
```



# Squoosh

[Squoosh](#) is a versatile online tool for optimizing, compressing and converting image formats

## Image compression

quickly and easily compress images into WebP, AVIF and other formats

## Quality comparison

visually compare the original image with its compressed versions to assess quality and compression

## No batch processing :(

Squoosh can only handle one image at a time but there are workarounds online

[A guide to google's Squoosh app](#)

[Complete guide to Squoosh](#)

[Squoosh video guide](#)

# Image optimization tools

## Online

[Compressor.io](#), [TinyPNG](#), [TinyJPG](#)

## Command line

powerful command-line tools for batch processing of images [ImageMagick](#) & [GraphicsMagick](#)

## Apps

A macOS app that can batch optimize images [ImageOptim](#)

## Image CDNs

[Cloudinary](#) - cloud-based image management and delivery platform

[Imgix](#) - cloud-based image CDN that provides on-demand image optimization and manipulation

## Design software

[Adobe Photoshop](#) & [GIMP](#) support WebP

# Try

use [Squoosh](#) with some high quality hi resolution images with a lot of detail

try the various formats including WebP and AVIF and play with the various quality options as well as the advanced settings