RM

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QUICK GUIDE · IMAGE OPTIMIZATION

Faster photos, faster website.

Big photos are the most common reason small business websites feel slow, especially on phones. This quick guide explains WebP, AVIF and SVG in plain English, how big your images should actually be, and the free tools that shrink them in a few clicks.

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HOW THIS GUIDE BREAKS DOWN

PART 1	Find your heaviest images		Know your size targets	
PART 2	JPG	WebP	AVIF	The simple rule
PART 3	SVG for logos and icons		PNG to SVG tools	
PART 4	Squoosh	TinyPNG	PhotoCraft	PageSpeed Insights

~35 min

Enough time to fix the biggest images on your homepage.

3 formats

WebP, AVIF and SVG, and when to use each one.

$0

Every tool here is free: Squoosh, TinyPNG, PhotoCraft and PageSpeed Insights.

Part 1 10 MINUTES

Why image size matters

A photo straight off your phone or camera is often 3 to 8 MB. Most customers will never notice the extra detail, but they will notice a page that takes several seconds to load on a phone signal in a parking lot. Slow pages lose visitors, and Google uses page speed as one of its signals too.

1 Find your heaviest images

5 min

DO Go to `pagespeed.web.dev`, enter your homepage address and run the test. Scroll to the suggestions and look for items like "Improve image delivery" or "Properly size images." Each one lists the images that need work and how much file size you could save.

> **Tip:** Start with the big photo at the top of your homepage (often called the hero image). It loads first and is usually the largest file on the page.

2 Know your targets

5 min

IMAGE TYPE	WIDTH	AIM FOR
Full-width banner or hero photo	1920 px	Under 250 KB
Photo inside a page or blog post	1200 px	Under 150 KB
Thumbnails, team photos, gallery previews	600 px	Under 60 KB
Logo or icon	As displayed (or SVG)	Under 30 KB

Weak

~~**Uploading a 6,000 px, 7 MB phone photo and letting the website shrink it on screen**~~

Strong

Resizing it to 1920 px and saving it as WebP at about 200 KB before you upload

Part 2 5 MINUTES

WebP vs AVIF, in plain English

Both are modern image formats that look the same as a JPG to the eye but take up much less space.

	JPG	WEBP	AVIF
Typical file size	Baseline	About 25–35% smaller than JPG	About 20–30% smaller than WebP
Works in current browsers	Everywhere	Practically everywhere	Nearly everywhere (Chrome, Edge, Firefox, Safari 16+)
Website builder support	Everywhere	Very wide	Growing, but not every builder accepts uploads
Transparent backgrounds	No	Yes	Yes
Best for	Fallback only	**Your safe everyday choice**	Large photos, when your site accepts it

The simple rule

- Use **WebP** for almost everything. It's small, sharp and works everywhere.
- Try **AVIF** for your largest photos if your website platform accepts it. If the upload is refused or the image looks off, go back to WebP.
- Keep **logos and icons** as SVG so edges stay crisp (more on that next).
- Always **keep your original** full-size photo in a folder. Shrinking is a one-way street: you can't add detail back later.

> **What I use:** AVIF can squeeze out a little more quality at the same file size, but I use WebP for nearly everything. It works in every browser, every website builder and every free tool, so there's nothing to troubleshoot.

Good to know

Some platforms, like Wix and Shopify, already convert your images to modern formats behind the scenes. Resizing before you upload still helps, because they start from a smaller file. WordPress has accepted WebP and AVIF uploads since version 6.5, as long as your hosting supports them.

Part 3 5 MINUTES

SVG, the format for logos and icons

The simple version: A normal photo (JPG, PNG, WebP) is like a mosaic made of thousands of tiny colored tiles. Blow it up and you start to see the tiles, so edges get blurry and blocky. An SVG is more like a set of drawing instructions: "draw a red circle here, write the word *Plumbing* there." Because the browser redraws it fresh every time, it stays perfectly sharp at any size, from a tiny phone screen to a huge monitor, and the file is usually tiny.

Always use SVG for

- Your **logo**, especially in the header of your site
- **Icons**, like phone, email, map pin and social media icons
- Simple **graphics** with flat colors and clean edges, like badges, diagrams or a service area map

Don't use SVG for photos

A photo of your team, your shop or your work is too detailed to turn into drawing instructions. Use WebP for those.

Weak

~~**A blurry PNG logo that looks fuzzy on phones and high-resolution screens**~~

Strong

An SVG logo that's razor sharp everywhere and weighs less than 10 KB

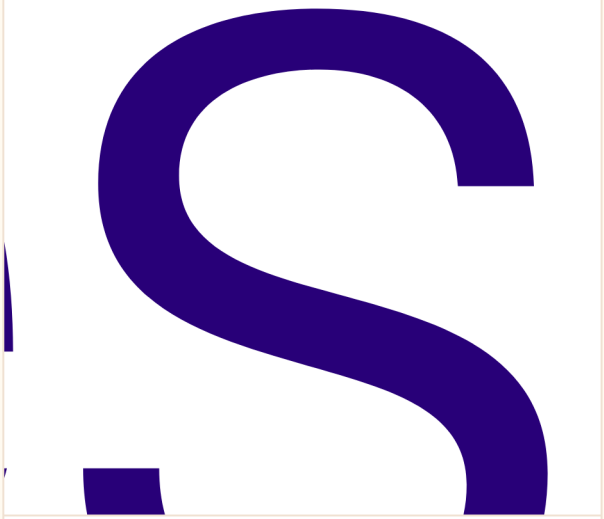


Another example. The ArtCraft logo as an SVG is just 3.5 KB, and it stays crisp whether it's shown as a tiny icon or across a billboard-sized screen.

Same logo, two file types. Both look fine at normal size. Zoom in on the "s" in Express and the difference shows up.



PNG
Soft, fuzzy edges up close
33 KB



SVG
Sharp at any size
4 KB

See the difference. At normal size you can't tell them apart. Zoom in and the PNG's edges go soft and fuzzy, while the SVG stays perfectly sharp. And the SVG is the smaller file: about 4 KB, compared with 33 KB for the PNG. *FedEx is not affiliated with this guide; its logo is used here only as an example.*

1 Turning a PNG logo into an SVG

5 min

> **Best first step:** Ask whoever designed your logo for the original vector file (it may be called .svg, .ai, .eps or .pdf). That's always cleaner than converting.

DO If you only have a PNG, these free tools can trace it into an SVG. They work best on simple logos with a few solid colors:

svgco.de

SVGcode

Free, runs in your browser, and your image stays on your computer. Drop in a PNG and download the SVG.

getartcraft.com

VectorCraft by ArtCraft

Free, open source vector app from the makers of PhotoCraft, for Windows, Mac, Linux or the web. Open your PNG, click its layer, and press **Image Trace** in the tool palette at the bottom. Pick one of 12 presets, then export as SVG. Still in development.

adobe.com/express

Adobe Express

Free PNG-to-SVG converter online (needs a free Adobe account).

Check the result

Zoom in on the new SVG. If letters look lumpy or colors are off, the original was too complex or low-resolution to trace well. In that case, it's worth having a designer redraw it.

Part 4 15 MINUTES

Free tools that do the work

1 Squoosh · squoosh.app

Best for one image at a time

A free tool from Google that runs in your web browser. Drop in a photo, pick WebP or AVIF, and drag the quality slider while you compare before and after side by side. Nothing to install, and your images stay on your computer.

DO Set the width under "Resize," choose WebP, and start the quality around 75. Lower it until you can see a difference, then nudge it back up.

2 TinyPNG · tinypng.com

Best for a quick batch

Drag a handful of images onto the page and it shrinks them automatically, with an option to convert to WebP or AVIF. The free version limits how many and how large, which is plenty for a homepage cleanup.

DO Use it for a batch of photos that are already the right width.

3 PhotoCraft by ArtCraft · getartcraft.com

Best if you also want a photo editor

A free, open source photo editor for Windows, Mac, Linux, or right in your web browser, with no account needed. It's a good fit if you want to crop, straighten or brighten a photo and then export a web-ready copy in the same place.

DO Use **Image Size** to set the width, then **Export As** to choose WebP, set the quality, and see the estimated file size before you save. PhotoCraft doesn't export AVIF, so use Squoosh or TinyPNG if you want that format.

> **Heads up:** PhotoCraft is labeled "early alpha" by its makers, so expect the odd rough edge and save a copy of your originals first.

4 PageSpeed Insights · pagespeed.web.dev

Check your work

DO After you re-upload your new images, run your homepage through it again and compare the score and load time with your first test.

Your progress checklist

- [ ] Run PageSpeed Insights and note your score
  5 min
- [ ] Resize your hero image to 1920 px wide
  3 min
- [ ] Shrink the other large images flagged by the test
  10 min
- [ ] Re-upload and replace the old files on your site
  5 min
- [ ] Make it a habit: resize every new photo before uploading
  Ongoing
- [ ] Back up your original photos in one folder
  2 min
- [ ] Save it as WebP (or AVIF) under 250 KB
  3 min
- [ ] Swap your logo for an SVG version
  5 min
- [ ] Re-run PageSpeed Insights and compare
  2 min

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Want a hand with any of this?

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