



The simplest definition of image optimization is getting the best image quality that you can with the smallest file size possible. It is essentially a balancing act that answers the question of “how small can I make my image’s file size and still maintain the quality of the image that I want?”

There are a few best practices that help us get to the goal of image optimization and they are as follows:

- Typically less than 100 KB is a good file size
- .png files are quite large compared to .jpg files. There is rarely a case when you would need to use a .png file so it is recommended that you use .jpg files. The exception would be an image that needs a transparent background.
- [ImageOptim](#): Free software to reduce the size of your image file but maintain the quality of it. You simply download and install it and then drag and drop your image files into its dialog box.
- [Image Compressor](#): Free online tool to compress images
- Make the image only as large as the recommended image size. The recommended image size for the slider that scrolls through your listing’s images is 1110px x 520px
- So that Google understands what your image is, name your images in a way that

describes what your image is.

- Keep the letters all lowercase and use dashes instead of spaces
 - _ For example, rather than keeping the image number that a lot of cameras give to a picture, like DC123847632.jpg:
 - _ rename your image: tiny-home-kitchen.jpg.
- Tell Google what your image is a picture of in the alt text

The above suggestions will have you well on your way to optimizing your images for your listing.