



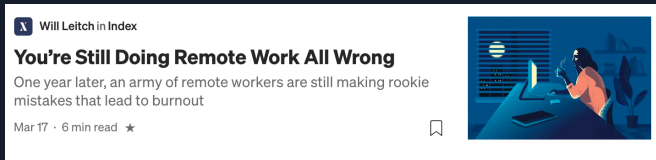
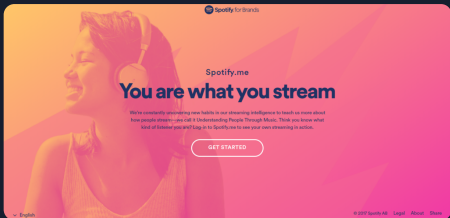
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WEB IMAGES: BEST PRACTICES

01

WHEN TO USE BACKGROUND-IMAGE OR

- Use the **** tag when the image is related to the content and helps people understand it better.
- Use CSS **background-image** when the image is a part of the page presentation or visual design



CHOOSE THE RIGHT IMAGE FORMAT

- Vector formats (e.g. svg) are ideally suited for images that consist of simple geometric shapes such as logos, text, or icons.
- When the scene is complicated (for example, a photo) use PNG, JPEG, or WebP

Format	Transparency	Animation	Browser
PNG	Yes	No	All
JPEG	No	No	All
WebP	Yes	Yes	All modern browsers

CHOOSE THE RIGHT IMAGE FORMAT

The WebP format will generally provide better compression than older formats, and should be used where possible.

You can use WebP along with another image format as a fallback:

```
<picture>
  <source type="image/webp" srcset="flower.webp">
  <source type="image/jpeg" srcset="flower.jpg">
  
</picture>
```

03



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SERVE IMAGES WITH CORRECT DIMENSIONS

Use **srcset** and **sizes** attributes to serve different images to different display densities.

"Display density" refers to the fact that different displays have different densities of pixels, a high pixel density display will look sharper than a low pixel density display.

SERVE IMAGES WITH CORRECT DIMENSIONS

Use **srcset** and **sizes** attributes to serve different images to different display densities



```

```



If the device has low resolution display (1x), the photo-320w.jpg image will be loaded.



If the device has a higher resolution (2x) the photo-640w.jpg image will be loaded.



src attribute acts as a fallback.

04

CONSIDER USING IMAGE CDNS TO OPTIMIZE IMAGES

Image **CDNs** specialize in the transformation, optimization, and delivery of images.

For images loaded from an image **CDN**, an image URL indicates not only which image to load, but also parameters like size, format, and quality.




05

USE LAZY-LOADING TO IMPROVE LOADING SPEED

You can add the **loading** attribute and set its value to **lazy** to defer the loading of offscreen images until they become visible in the browser.

```

```



This tells the browser “only download this image when it’s visible to the user”