

Tip Jar for PHSA web & POD editors

In this issue

Large images make pages load more slowly, which can frustrate your visitors. They also increase the carbon footprint of PHSA websites. This month, resize any large images.

The impact of large images

Large images are often the [number one cause for increasing page size](#) and slowing down page load time. A slow page load is frustrating for all users, particularly:

- People who cannot afford expensive data plans
- People in rural and remote locations with slow networks

Large images also have a carbon footprint. According to [Website Carbon](#), a website with 10,000 monthly page views produces 211 kg of carbon dioxide per year. A larger or more complex page requires more energy to load.

Making your images smaller is an easy way to make our websites greener and more enjoyable for users.

Optimize your images

- **Determine the purpose.** Is the image useful for people looking at your page? If not, remove it.
- **Improve the placement of the image.** People want information from webpages quickly and easily. Make sure the most important information for your users is at the top of the page. It is rare that an image is the most important information that your users need.
- **Avoid embedding important text in images.** People who use assistive technology and translation tools cannot access text embedded in images. Provide important information as text on the page. This may become a legal requirement in B.C. soon.
- **Add alt text to your image.** This easy step ensures that people of all abilities can see your image. We covered how to [add alt text](#) in a past Tip Jar.
- **Resize your images so that they are not too large.** Editor Hub provides [size specifications](#) for different types of images. Images should generally be 720 pixels wide or smaller depending on the context.

- You can check the size of your image by saving it to your computer and opening it in Microsoft Photos. The “three dot” menu in the top right-hand corner has an option for file information. If you have more advanced digital skills, you can check the size of the image on the webpage using the [inspect function in Chrome](#).
- You can resize your images [using Microsoft Paint](#), an application that comes with Windows.

Your action this month

Review the images on your webpages with these tips in mind. Resize any images that are larger than 720 pixels wide or tall, using the [PHSA image size specifications](#).

Created by the web strategy team (PHSA communications)

No longer a POD or web editor? Questions or comments? Please email webhelp@phsa.ca

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