



How to Optimize Images

Step 1: Resize Your Image(s) to the Correct Pixel Size

Use a program such as Photoshop, Photoshop Elements, Microsoft "Paint", or an online tool like PicResize (Or the more Photoshop-like complex Photpea) to resize your images.

TIP: Create a "Resized" folder so you don't overwrite your original larger sized images. These images may become very handy for print publications or elsewhere some day and once you resize down pixels you cannot get them back.

Step 2: Compress Your Image File Size

Go to <https://tinyjpg.com/>

Drag and drop (or click to load) up to 20 images into the box provided

Re-download your files

Replace your existing resized web files with these files (not to worry, the quality will NOT be reduced, they will just be magically smaller and load faster on the web!)

Step 3: Upload your image(s) to your website. Voila!

Squarespace Size Guidelines:

Full Width Header Images: Minimum 2000px wide - max 2400px wide (height doesn't matter usually)

Large Internal Page Images: (Full width inside your content): Minimum 1000px - Max 12000 px typically

Small Internal Page Images: (ie: 3 column layout and such): Minimum 300 px Max 500 px typically