

WORDPRESS IMAGE BEST PRACTICE

A quick reference guide for small business websites

THE QUICK RULE: Resize it. Compress it. Rename it. Add useful alt text. Then upload it.

1. Common Image Dimensions — Check Your Theme

Important: These are general starting points only. The ideal dimensions and aspect ratios can vary depending on your WordPress theme, page design and how the image is displayed. Where your theme specifies a recommended image size, use the theme's requirements.

USE	STARTING SIZE	NOTES
Blog featured	1200 x 630 px	Keep the same ratio across posts
Content image	1200 x 800 px	Good for article photos
Square / social	1080 x 1080 px	Create separately when needed
Team / profile	800 x 800 px	Use a consistent crop
Hero / banner	1920 x 800-1080 px	Optimise heavily; design dependent

Tip: Consistency matters. Images serving the same purpose should generally use the same aspect ratio. If your theme uses 1200 x 630 px featured images, prepare all blog featured images at that size or ratio.

2. File Size Targets

Small / thumbnail	Under 100 KB where practical
Standard content	Around 100-250 KB
Large detailed image	Preferably below 300-500 KB
Hero image	As small as practical without visible quality loss

3. File Format

WebP: excellent general choice. **JPEG:** photos. **PNG:** transparency/crisp graphics. **SVG:** suitable logos/icons, with secure WordPress handling.

4. Name the File Before Uploading

AVOID	USE INSTEAD
IMG_8472.jpg	brisbane-electrician-switchboard-upgrade.webp
new image final 2.png	small-business-website-design-brisbane.webp

Naming formula: subject-location-or-context-description.webp. Use lowercase letters, hyphens and a natural description.

5. Alt Text

GOOD	Electrician installing a residential switchboard in Brisbane
POOR	Brisbane electrician best electrician electrical services electrician near me

Describe the **meaning or purpose** of meaningful images. Do not keyword-stuff alt text. Decorative images generally do not need descriptive alt text.

6. Before You Click Upload

- Correct aspect ratio and crop
- Compressed / optimised
- Descriptive lowercase filename
- Appropriate alt text added
- Permission / licence confirmed
- Sensible pixel dimensions
- Appropriate format such as WebP
- Hyphens between words
- Displays correctly on mobile
- No unnecessary duplicate

Remember: The best image size is the size your website and theme actually need. Do not upload a 5000-pixel photograph when it only displays at 1000 pixels.