

Preparing Images for Web

Last updated October 9, 2026. Teaching and Learning Centre, Emily Carr University

In short: Before uploading to web (WordPress, Moodle etc.) make the long side of your image 1600-2000px or less, save as JPEG, and aim for a size under 500 KB. You can use [Squoosh](#) to compress your images. It's secure, requires no install and it works on all platforms, browsers and devices.

Why shrink your images?

- Images compressed for web load faster and take up less space.
- A phone photo is about 4000–8000px wide and 3–25MB. Online it displays at about 1200px max.
- Shrunk properly, it's 10–20× smaller and looks the same on screen.
- WordPress keeps your original and makes about 8 extra copies in different sizes, so a 6 MB photo ends up taking about 25 MB on the server.
- Uploads over 5 MB will be rejected on WordPress. If you want to share uncompressed images, do it via OneDrive and share a link to a project folder.

Target sizes:

Not sure which? Use 1600px as your max length for the long edge.

What you're adding	Long side	Aim for
Full-width or banner image	2000px	under 500 KB
Image in a post/page/gallery	1600px	under 300 KB
Featured image or card thumbnail	1200px	under 200 KB
Profile photo or headshot	800×800px	under 150 KB

Step by step guide to shrink an image with Squoosh on the next page.

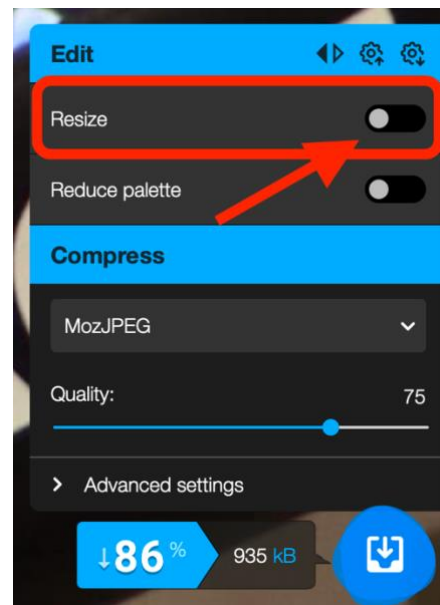


How to Squoosh:

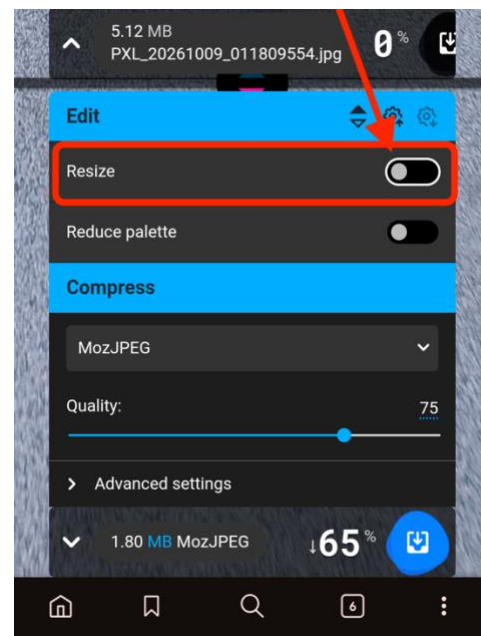
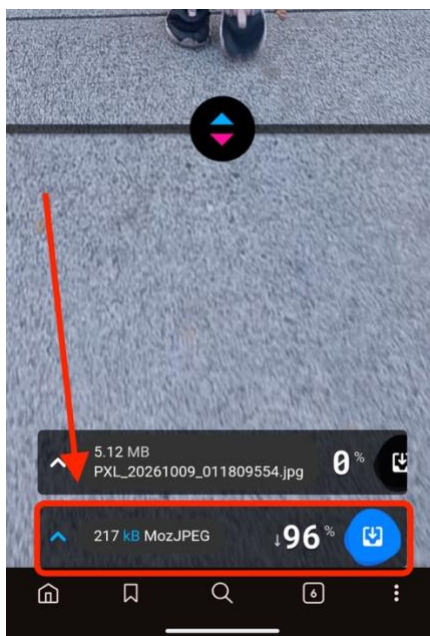
Squoosh is a webapp and does not require installation. It's free, it runs in any browser on any device and keeps your files private; an image never leaves your device.

1. Go to squoosh.app.
2. Tap or click to select your image or drag it onto the page.
3. In the settings panel, turn on Resize:

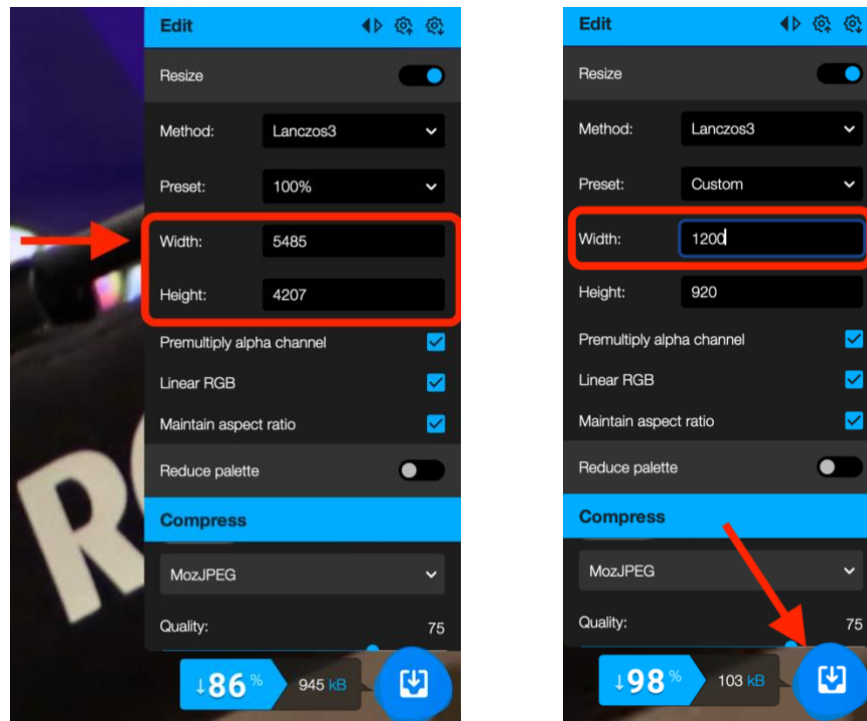
On a **desktop/laptop** find it in the bottom right corner:



On a handheld device you find it on the bottom of the screen:



4. Set the longest edge to your target from the Target Size table, the other edge (height or width) adjusts automatically:



5. Under Compress, leave at MozJPEG and leave the quality at 75.
6. Check the file size shown on the download button. It should be under your target.
7. Tap Download, then upload that file to WordPress.

Tip: drag the slider in the middle of the preview to compare the original on the left with the compressed version on the right. If you can't see a difference at 100% view, you're locked in.

Good to know

- Video or audio? Don't upload it to WordPress. Use [Kaltura and embed it](#).
- iPhone photos in HEIC format? Squoosh opens them and converts them to JPEG for you.
- Logos or graphics with a transparent background: choose WebP, PNG or OxiPNG instead of MozJPEG, or the transparency will be lost.