

# Website Image Size Guide (without the guessing)

## Full-width / hero images: 2500px wide



**Use:**  
hero image,  
full width headers,  
background images

**Tip**  
going bigger rarely improves  
quality on screen, but it does  
slow your website down



Full width header

## Images within pages: 1000-1200px wide



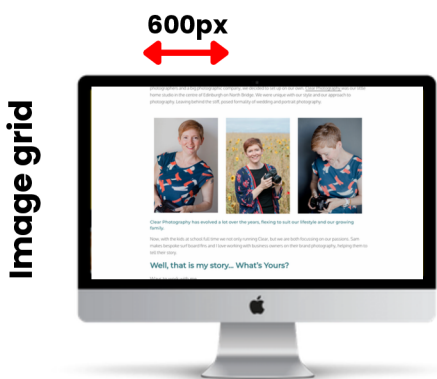
**Use:**  
images that sit alongside text on  
your pages - like Kala's products  
on bykalax.com, or

the all-important photo of you on  
your About Page (like the sample  
content included on all our  
website packages)



About page image

## Images within text: 600-800px wide



**Use:**  
blog posts, image grids,  
cards, thumbnails

Susan's a photographer, and  
knows exactly how to use images  
on her website  
susanheatonphotography.co.uk



Blog posts

### Before you upload

- **Resize first** – don't upload oversized images and hope for the best
- **Compress** – reduce file size without noticeable quality loss
- **Name files clearly** – e.g. pink-lampshade-and-cushions-on-trunk.jpg

### Tools for simple re-sizing

- **Preview** (for Macs) – my personal choice
- **Canva** – quick resizing and exporting
- **Photoshop** – precise control if you already use it