The two-minute checklist

Run through these five checks every time you add a photo, PDF or video to your website. Most slowdowns after launch come down to one of them.

- [ ] **1. Right format**
  Photo as JPG, logo or icon as PNG or SVG, document as a compressed PDF.
- [ ] **2. Resized**
  Roughly the size it will appear on the page, not the original straight off your phone or camera.
- [ ] **3. Named clearly**
  Lowercase, hyphens instead of spaces, describing what it is: spring-menu-2026.pdf, not IMG_4821.pdf.
- [ ] **4. No raw video or huge files**
  Upload videos to YouTube or Vimeo and embed the link instead of uploading the file.
- [ ] **5. Image settings right**
  In Elementor, make sure Image Size isn't left on "Full". Choose Large or Medium.

At a glance

WHERE IT'S USED	FORMAT	WIDTH	AIM FOR
Homepage banner or hero	JPG	**1,920 px**	**under 200 KB**
Blog and page photos	JPG	**1,200 px**	**under 100 KB**
Team photos, tiles, cards	JPG	**800 px**	**under 80 KB**
Logo or icon	PNG or SVG	**2× display size**	**under 50 KB**
Brochure or downloadable PDF	Compressed PDF	–	**under 5 MB**
Video	YouTube or Vimeo link	–	**don't upload the file**

Not sure if something's right?
A quick question now is faster than fixing a slow page later.

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