

Ecommerce Image Optimization Checklist

Use this handy checklist to ensure your ecommerce product images are fully optimized for performance, quality, and conversions.

1. Image Dimensions

- Use recommended dimensions: 2000x2000 pixels (standard for most platforms).
- Adjust dimensions for platform-specific requirements (e.g., Amazon: 1000x1000 pixels, Etsy: 2000x2000 pixels).

2. File Formats

- Use JPEG for most product images (good balance of quality and size).
- Use PNG for images requiring transparency.
- Consider WebP for faster loading without compromising quality.

3. File Size Optimization

- Compress images to reduce file size without losing quality.
- Use tools like TinyPNG, ImageOptim, or ShortPixel.
- Keep file sizes under 1MB (preferably around 100-500KB).

4. Naming and Alt Text

- Rename files descriptively (e.g., 'blue-cotton-shirt-men.jpg').
- Include relevant keywords in file names.
- Write clear and keyword-rich alt text for accessibility and SEO (e.g., 'Men's blue cotton shirt with button collar').

5. Consistent Aspect Ratio

- Use the same aspect ratio for all product images to ensure uniformity.
- Common aspect ratios: 1:1 (square), 4:5 (vertical).

6. Background and Lighting

- Use clean, white backgrounds for better focus on products.
- Ensure consistent lighting across all images.
- Remove unwanted shadows or reflections.

7. Mobile Optimization

- Test images on mobile devices for responsiveness.
- Use lazy loading to improve mobile performance.
- Ensure images don't appear distorted or pixelated on smaller screens.

8. Zoom Functionality

- Ensure images are high-resolution to support zoom features.
- Allow users to view product details clearly.

9. Bulk Upload Efficiency

- Use automated resizing tools for bulk uploads (e.g., Bulk Resize Photos).
- Check platform-specific upload limits and adjust accordingly.

10. Testing and Performance

- **Test website loading speed using tools like Google PageSpeed Insights.**
- **Check image loading times on both desktop and mobile.**
- **Verify that all images display correctly across browsers and devices.**

Pro Tip: Regularly update your product images to reflect inventory changes and seasonal promotions. Keeping visuals fresh helps maintain customer interest.

Download this checklist as a PDF and use it every time you prepare product images for your store!