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Even though internet speeds are getting faster by the day, it is important that you ask your web development company to create for you a website that is light, easy to load and fast to navigate on. Among the many elements that can slow your website down, images is the most common factor.

To be able to optimize the use of your website it is crucial that you compress your images to ensure a smooth browsing experience for your online visitors. Another reason why one must consider the browsing speed as a important factor is that, though most popular search engines do not particularly De-rank your website because of its inconvenience in speed, but after combining it with other factors that decide its rank such as the number of hits per day and popularity, you definitely need to make sure that your website doesnâ€™t slow down and put off users who visit it.

Compressing your Images

Any experienced web Development Company will insist that you compress your banners, images and other web developments that are heavy and affect the functionality of your website. Here are some popular softwareâ€™s that you can use to compress your JPEG images:â€“

1. GIMP (Free Image Editor)

While most photo editors donâ€™t come for free, this image editor is equally functional and free. This editor does not limit itself to only Windows and Mac operating systems and consists of almost the same features as its commercial counterparts. This editor is extremely safe and offers great tools even to compress images that you have exported from your digital camera.

2. Adobe Photoshop

One of the most popular image editor and compressor tools available, it has excellent features such as â€˜save for webâ€¦â€™ functions which allow developers to create web optimized versions of images which lightens the images without compromising on the quality of the image.

3. Adobe Fireworks

This software offers the unique capability of integrating bitmap and vector elements into a single file. It creates some very good quality compressed images that are sufficient for use on the internet.

4. Image Magi-ck

This is a Linux based command line tool where you can use a range of commands in your PHP coding scripts to enable you to compress your image using 8% quality.

Avoid Making these Mistakes

1. A common mistake developers tend to make is that they scale down their images using a website creation program and not an image editing program.

2. This will simply result in a smaller image with the same size of the file.

3. Making using of a quality image editing program will make sure that your size also reduces

without hampering the quality of the image file.

When you are resizing your image to a smaller size, you are not actually working on the dimensions of an image; you are working towards making it lighter, so that it loads faster when a user visits your website. Make sure you employ a well known editor program and give you effective and quality results.

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