

# Image Performance Matters



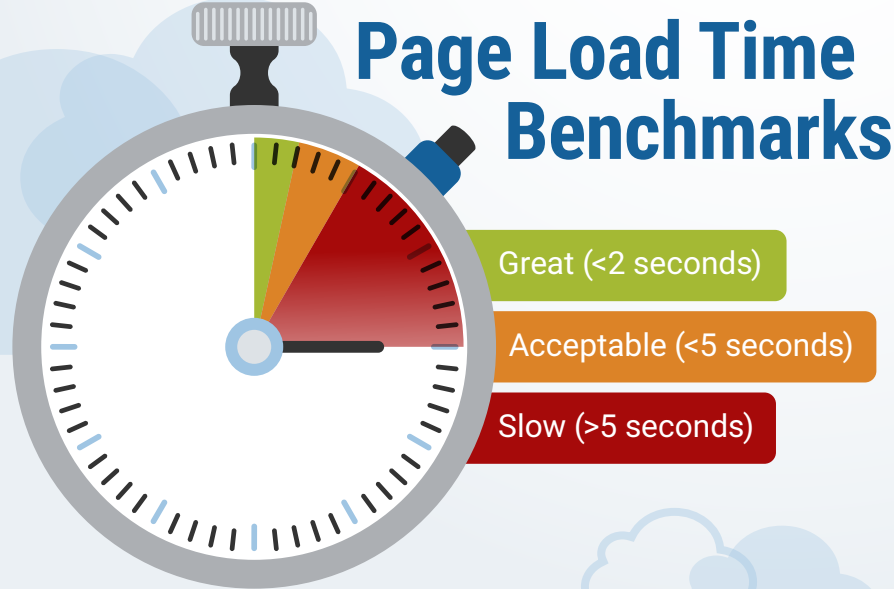
Think about the way you browse the web.

- 1 Click on a link
- 2 Wait for it to load
- 3 If the page takes too long to load
- 4 Try another website

And doing that on your phone – smaller screen and shorter attention span – your expectations for a site to load quickly are even higher.

According to companies like **Google & YAHOO!**

Page load time is an important performance indicator for a web page.



Load Time affects **the Bottom Line**

**Bing**  
A page that is 2 seconds slower can result in a **4.3%** drop in revenue per user.

**Google**  
A 400 millisecond delay can cause a **0.59%** drop in searches per user.

**YAHOO!**  
A 400 millisecond slowdown can result in a **5-9%** drop in full-page traffic.

Images account for **63%** of downloaded bytes on a web page.

Optimizing images can often yield crucial byte savings and performance improvements.

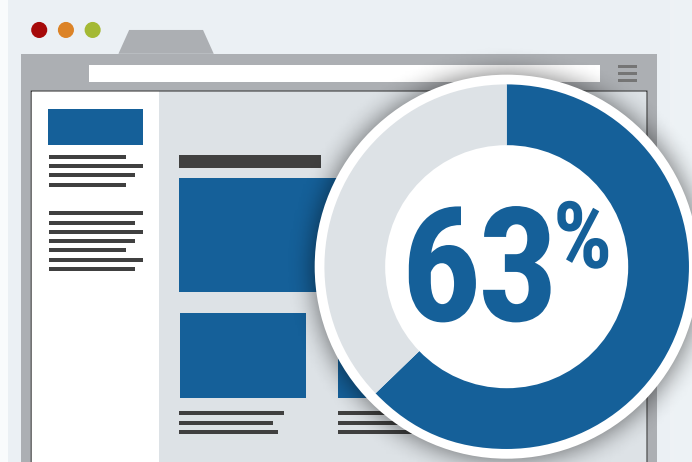
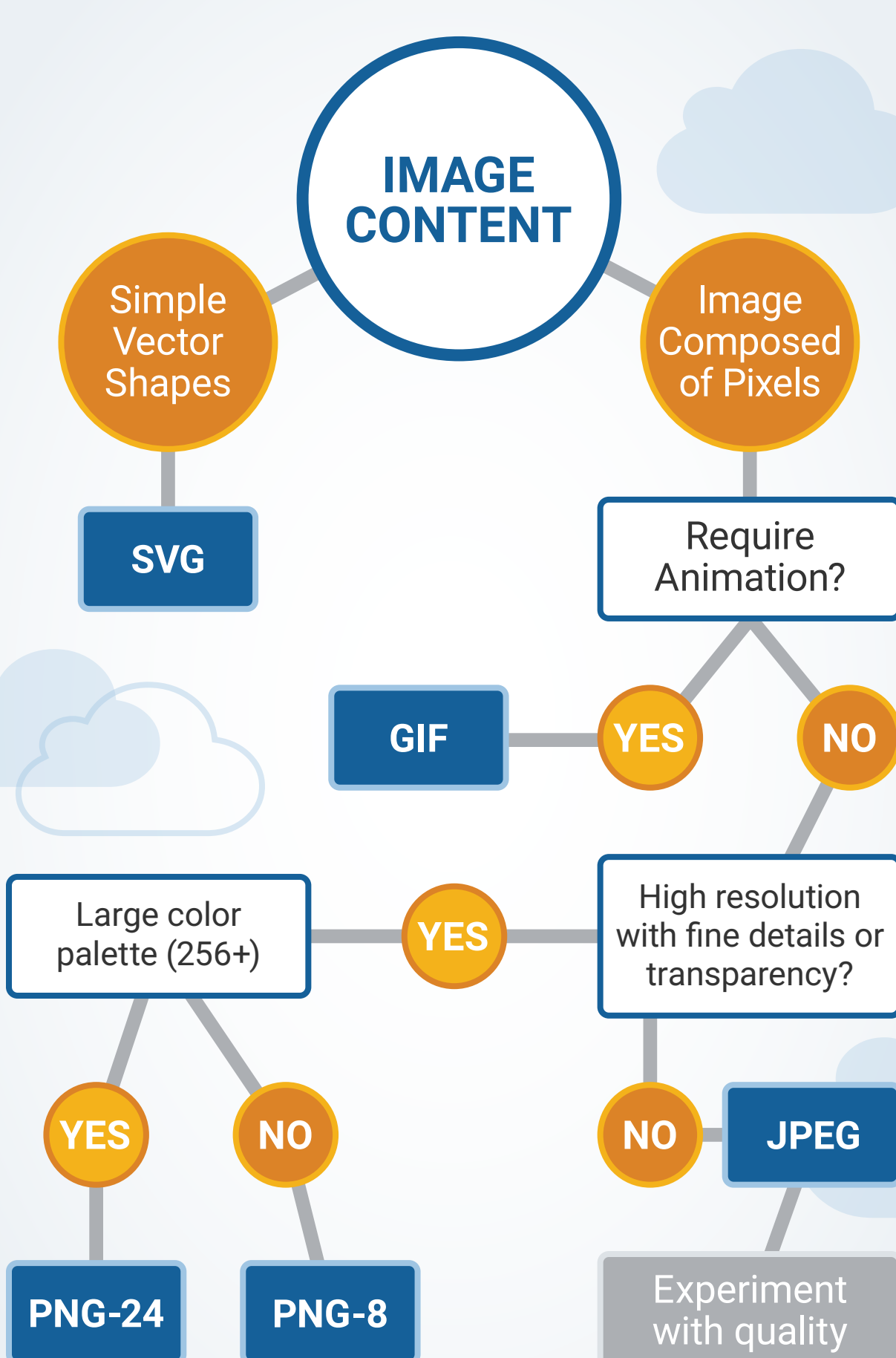


Image Optimization is both an art and science:

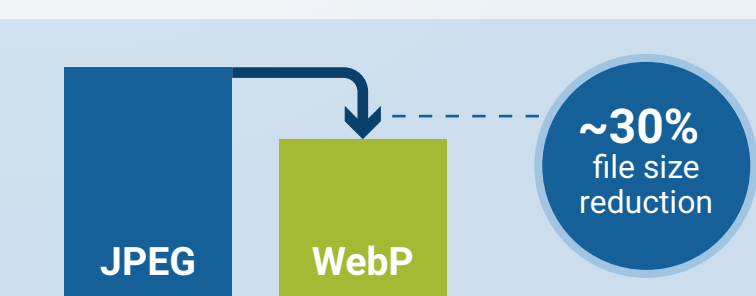
- Pick the right image format
- Experiment with optimal quality settings
- Serve scaled images
- Automate!

## Image Format Conundrum:

The "right format" for an image depends on the desired visual results and functional requirements.



For adopting modern formats, consider adding an additional logic for WebP and JPEG XR.

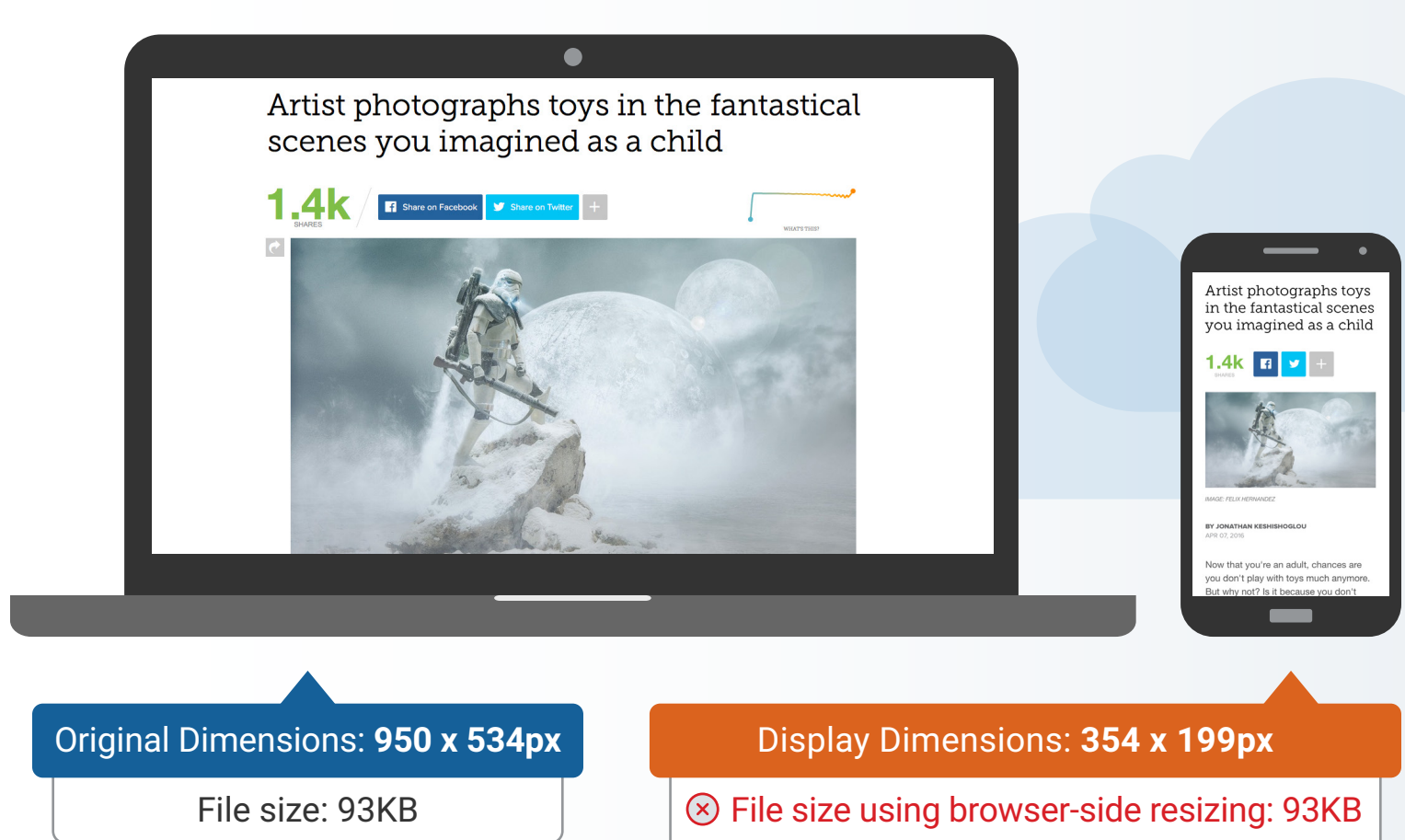


## Select the Optimal Quality Setting



## The Overhead of Delivering Unnecessary Pixels

The following example of browser-side resizing leads to significant bandwidth wastage.



## Automate Image Optimization

