

How many times has an image grated your eyesight so badly that you almost had an out-of-life experience when you left the site. [Shudders].

When taking photos – ensure that they have some depth, or a focal point in the foreground. Images that are too busy with no single area to focus on can lose the message of the image.

When the budget limits the hiring of a photographer, then use the many **Free Stock Image** sites to source the images. Refer back to your sitemap and wireframes, and note down the type of images required. Always get more than you need because when it's on the page, you're bound to change your mind.

We strongly recommend;

Canva – photos/logos/videos/shapes. The ability to rearrange items and using the 'Removal of Backgrounds' on photos really brings creativity alive. Pssst... our logos, these guides, and our website images were created on Canva.

Alternative image site;

- **Unsplash** – unique photos with creative flair
- **Pexels** – similar to Unsplash with unique photos
- **Pixabay** – wide range of landscape and animal photos

It's important to stress that images should be **compressed** (reduce the file-size) before adding to your website. Large uncompressed images will affect the site's performance.

Use **TinyPNG** or **CompressJPEG** to compress.