

IMAGES IN WORDPRESS

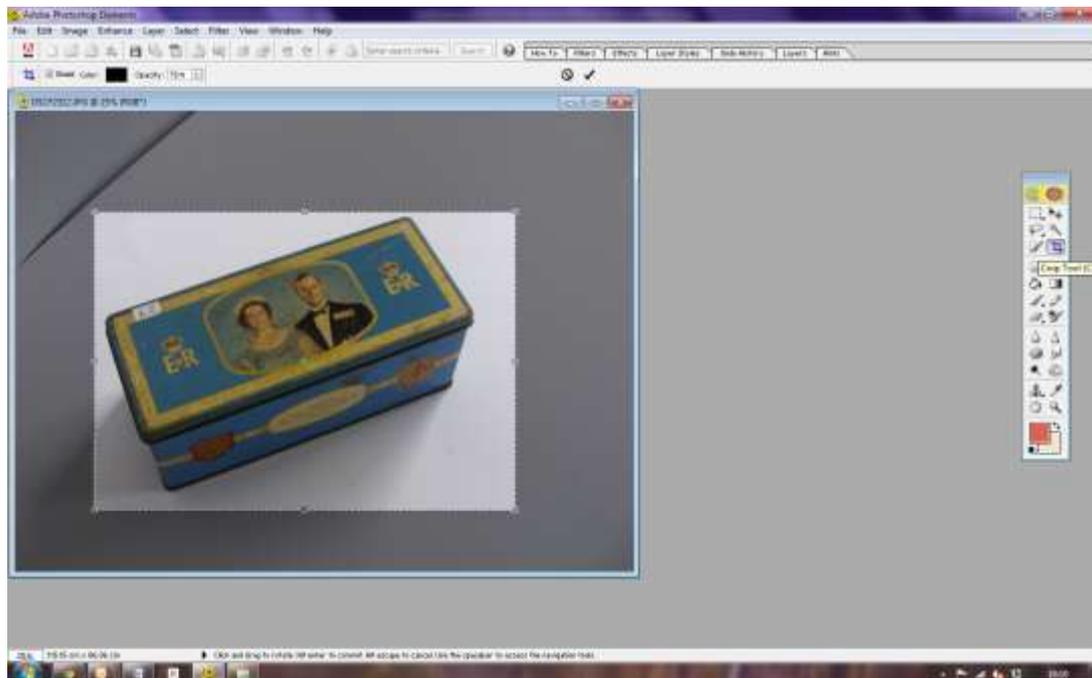
1. Preparing your images

1.1 Cropping and resizing

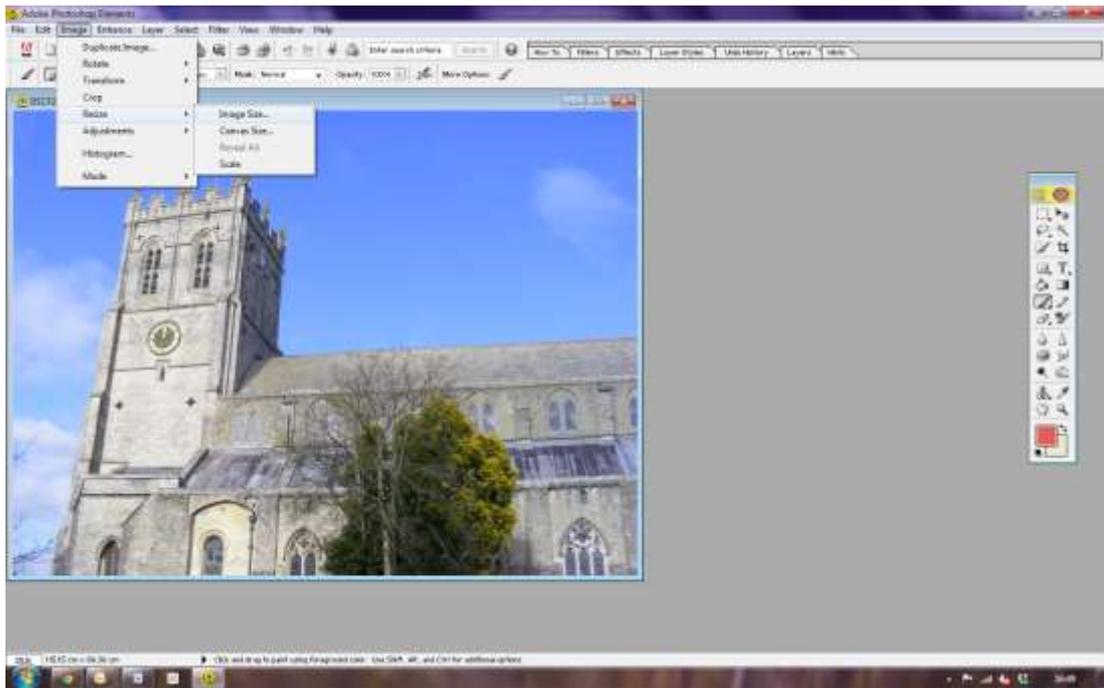
Always keep the original image and work on a copy.

Although the best tool for working with images is Adobe Photoshop, there are plenty of other tools such as the free program, [GIMP](#). There are also online services you can use to resize and compress images, such as <http://apps.pixlr.com/editor/>

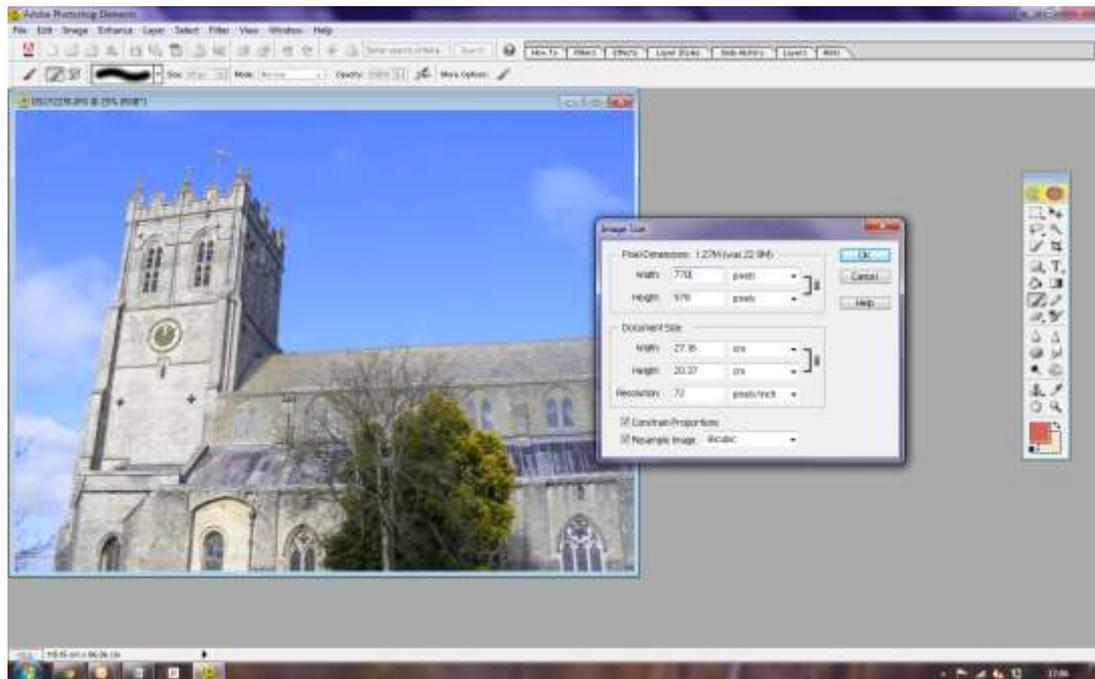
Cropping images in Photoshop is carried out using the ‘Crop Tool’.



The next thing to do is to reduce the pixel dimensions. This is achieved through the ‘Image’ and then ‘Image Size’ menu. Remember to ‘Constrain Proportions’ and change one of the dimensions to retain the original shape.



The dimensions should match the dimensions of your text column on your website (e.g. 725 pixels). There is little advantage to making the dimensions larger as the browser will resize the image as it renders the page; this will slow down response times.



(Although it is recommended to resize your images prior to uploading them to WordPress, alternatively you can use the WordPress Media Library to edit the dimensions of your image.)

1.2 Saving for the Web

Choose the appropriate format to save your image.

Gif

You mainly use a gif file format for logos and graphics with solid areas of colour. Using a gif for photos is not recommended. They support transparency, which allows you to place the gif over any colour background or even photos, and you won't see a border or background in the image. Gifs support animation which allows you to add movement or transitions to your site, without a lot of programming or coding. Gif files are compressed, which gives them a small file size.

Jpeg

Jpegs support up to 16.7 million colors, which makes them the right choice for complex images and photographs. With the wide range of colors, you can have beautiful imagery without a bulky file size. JPEG uses a lossy compression format. During compression, information is thrown away and cannot be recovered.

PNG

PNG files were developed to build upon gifs. PNG-8 does not support transparency, but PNG-24 and PNG-32 do. PNG transparency is different from Gif transparency, because they can have different levels of transparency. Gifs are either transparent or opaque. PNG files tend to be larger than jpegs, because they contain more information, and are lossless. PNG files do not support animation. For this purpose, a Gif should be used.

You should keep the file sizes of your images as small as possible. It is recommended that large high quality images should ideally be around 60-100KB while smaller images should ideally be 30KB or less.

If using Photoshop use the 'Save for Web' option rather than simply 'Save As'. 'Save for Web' will give you a wide range of options and a preview of the potential results. The controls are fairly self-explanatory.

Check the 'Progressive' option so that that people on slow connections will at least see the image begin to appear.

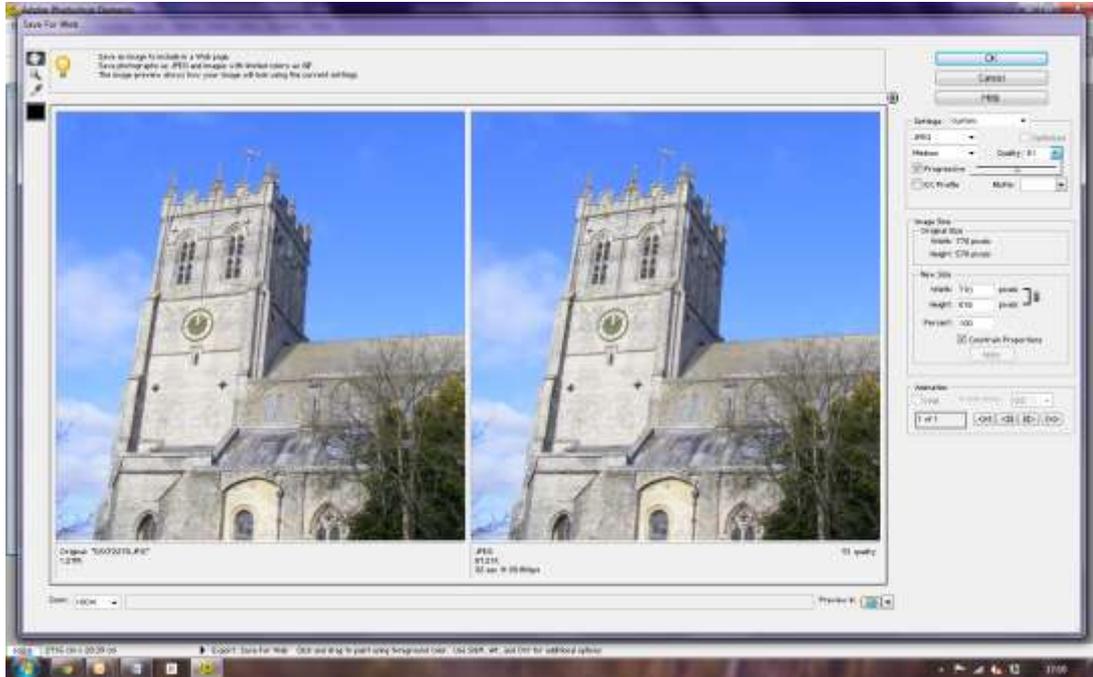
You should note the potential file size below the preview image as you adjust the size and compression of the image in JPEG mode, but look closely at the image to ensure that the quality is still acceptable.

Give your images detailed, informative filenames. The filename can give search engines such as Google clues about the subject matter of the image. Try to make your filename a good description of the subject matter of the image. For example, my-new-black-kitten.jpg is a lot more informative than IMG00023.JPG.

Good practice in choosing filenames is:

- Not including any spaces in the filename

- Separating words with a hyphen (not an underscore)
- Using lowercase throughout (your web server may treat John-Smith.jpg and john-smith.jpg as different filenames)
- Appending the dimensions if you have different versions of the same image (e.g. canal-boat-700x400.jpg and canal-boat-315x180.jpg)



Remember always to work with copies of your files. Every time you save an image to JPEG format you are throwing away image information that can't be recovered.

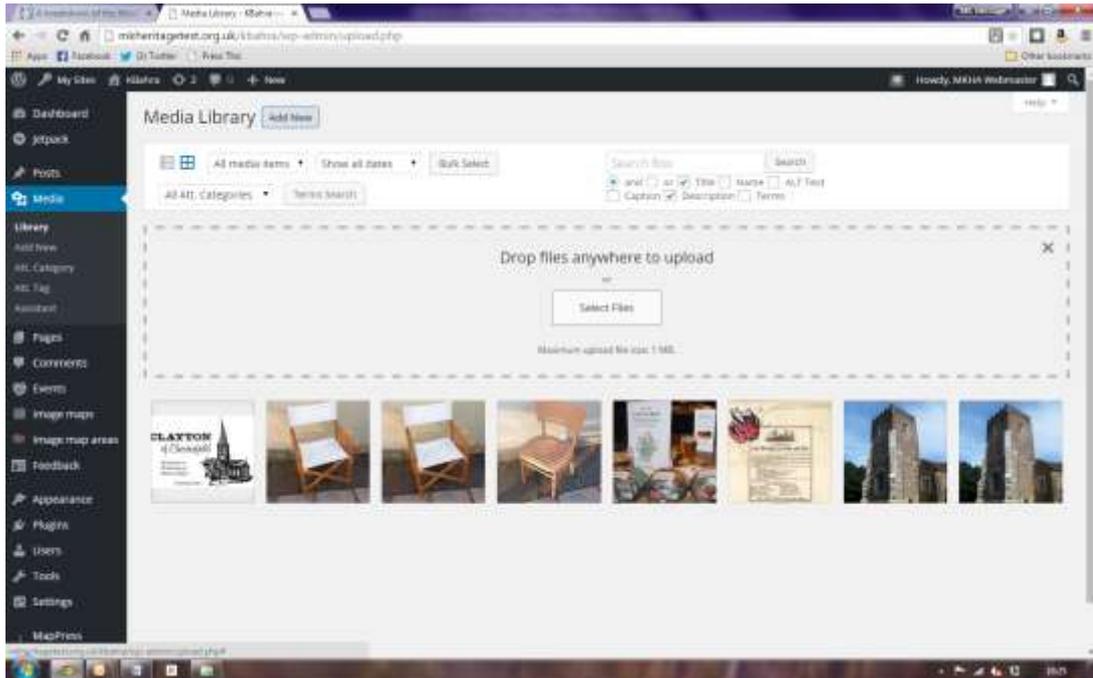
1.3 Further reading

See: <http://www.sitepoint.com/optimizing-your-images-for-wordpress/>

2. Adding to your Media Library

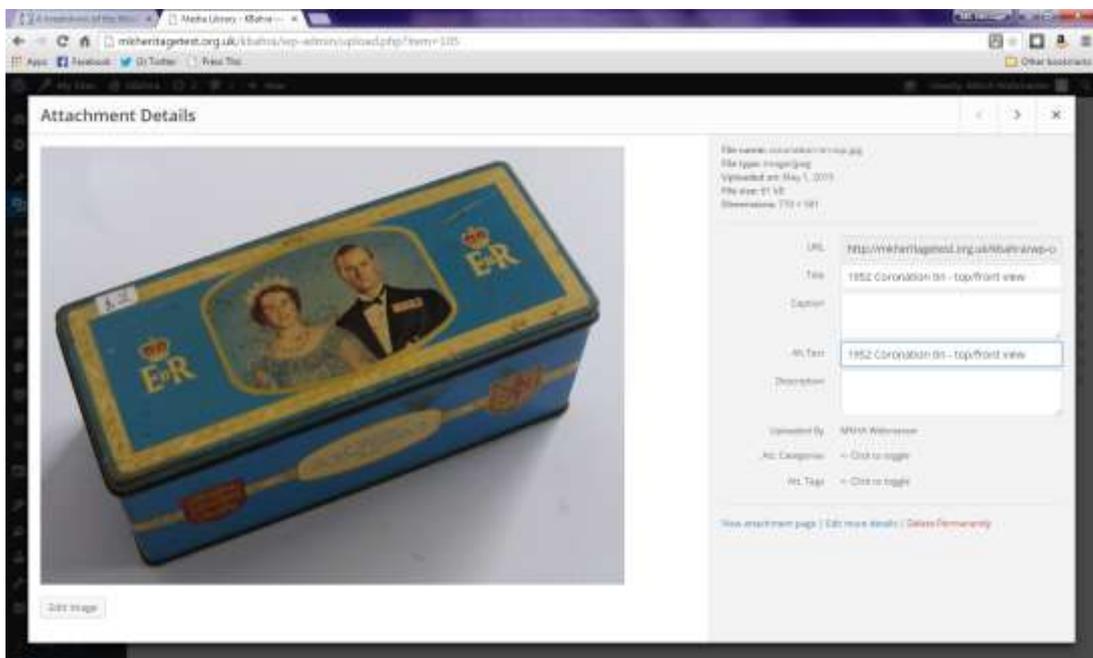
2.1 Uploading

Go to 'Media', then 'Add New'. Click on 'Select Files'.



2.2 Information fields

Complete the information fields for the image.



Title

This field will auto-populate with the name of the image file. So if your file is named “kitten.jpg”, by default this field will display “kitten”.

Caption

The WordPress caption provides detail and context to the viewer about the image, and is often displayed beneath the image - this is determined by your WordPress theme. As far as search engines goes, words in the caption count as if having them as part of the main text of the page. Note that you will find it easier to position images on your web pages if you leave the caption blank when uploading the image and add them later when finalising the page.

Alt Text

Alt text stands for “Alternative text”. It is not normally displayed on screen, but it will display for viewers who have images turned off or who are using screen readers for accessibility. Alt text is also significant in enabling search engines to index your images.

Description

The description appears as the main text on the image’s attachment page, which is automatically created for each image you upload to WordPress.

2.3 Further reading

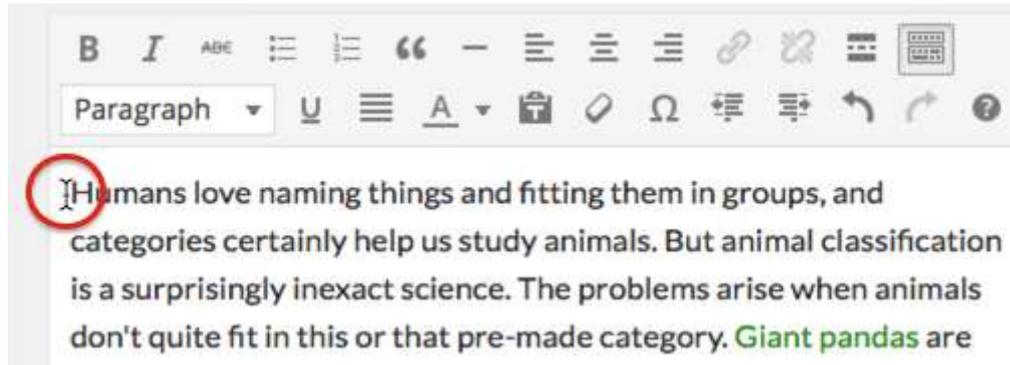
See: <http://sereedmedia.com/wordpress-media-image-settings/>

3. Inserting images in Web pages

3.1 Placing your cursor

In order to add an image to your page, you must first insert your cursor in the place in the text where you want the image to appear. You can also place your cursor on a blank line if you want the image to appear by itself instead.

It’s a good idea to place your cursor on the left margin of your text, even if you want the image to appear on the right. That’s because there is a setting called Alignment that allows you to control whether the image appears on the right or the left side of the text.



3.2 Select the Add Media button

Click on the Add Media button to launch the media uploader. If necessary select the Insert Media option from the list of actions in the left side of the media uploader window.

3.3 Add or Select Your Image

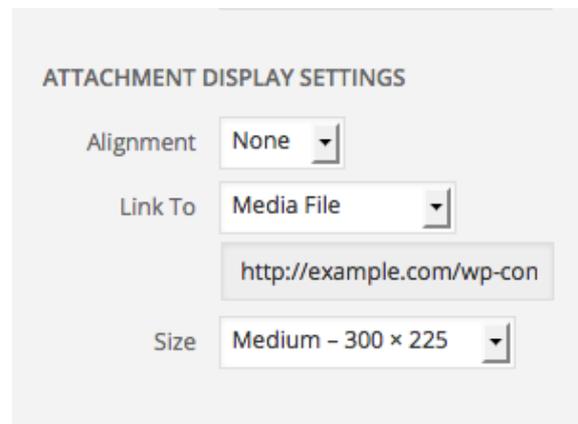
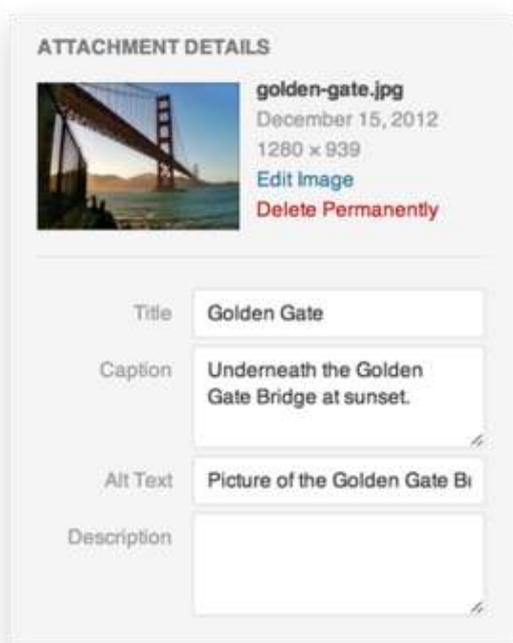
You can add or select the image you want to add to your page by choosing from either of the following options in the center of the media uploader window:

- Upload Files: Upload the image you want to use from your computer by dragging it into the upload area.
- Media Library: Select from any previously uploaded images in the media library by clicking on the one you wish to add to your page.

- 3.4 Attachment Details and Attachment Display Settings

The Attachment Details pane displays a small un-cropped thumbnail of the image, as well as information such as the filename, date uploaded, image dimensions in pixels, title, caption, etc.

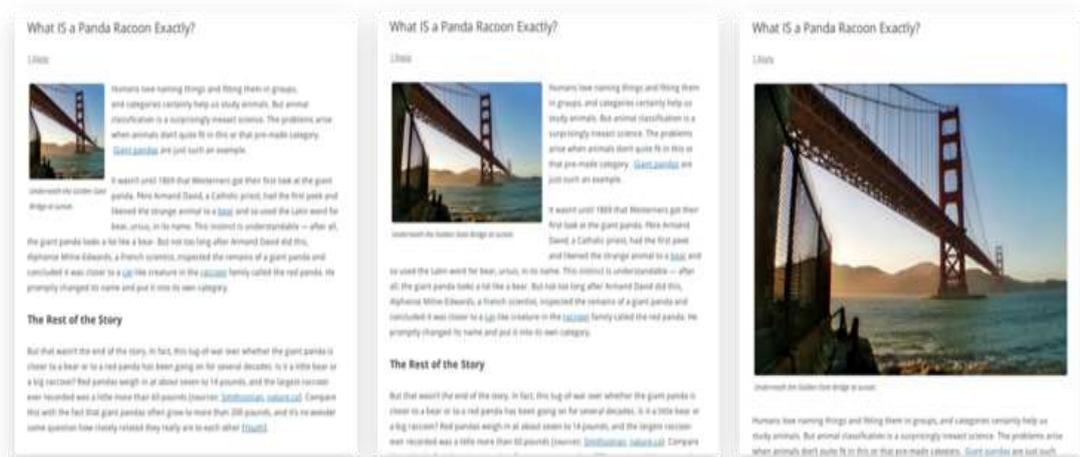
The Attachment Display Settings pane controls how the image is displayed when viewed on the site. You have options to set how you would like the image aligned on the page (in relation to the text and margins) and what the link behaviour of the image will be. In addition you can set what size image you would like to display on your page.



The Size settings determine the size of the image you are adding to your site. By default WordPress creates a range of four image size for you to choose from:

- **Thumbnail:** Displays a small thumbnail-sized version of your image on the page. By default the Thumbnail size is a square, so some cropping of your image may occur.
- **Medium:** Displays a medium-sized version of your image on the page. This is a good size to use with Left/Right alignments, as it leaves sufficient space for legible text on either side.
- **Large:** Displays a large-sized version of your image on the page. WordPress will determine the width of the content column of your theme, and display the largest possible image for that space.

- **Full Size:** Displays a full-sized version of your image on the page. WordPress will determine the width of the content column of your theme, and display the largest possible image for that space. If your original image is larger than this column width, the full size of the image may not be displayed.



Thumbnail, Medium, and Large image sizes (Image Alignment: Left)

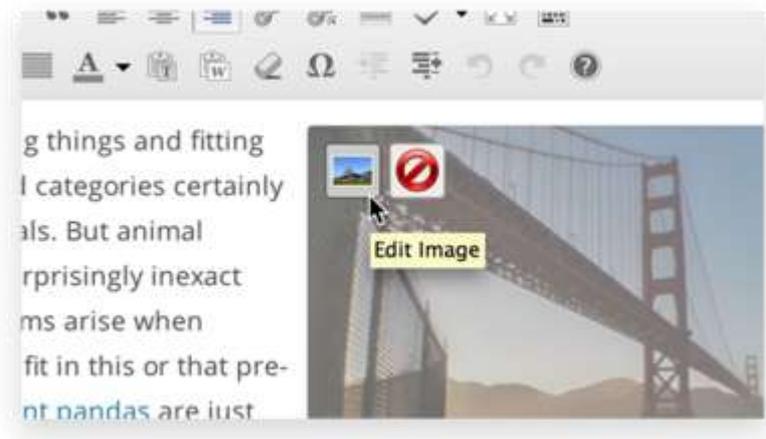
3.5 Customizing image sizes

You can visit the Settings > Media section of your WordPress dashboard to customize the above image sizes.

3.6 Inserting the image

Click on the blue Insert into page button to add the image to your page. After the image uploader window closes, you will see the image in the text editor window, including a preview of the alignment of the image if you have specified an image alignment.

At any time, you can edit the image settings by clicking on the **Edit Image** button in the upper left hand corner. You can remove the image from your page by clicking on the **Remove Image** button.



3.7 Further reading

See: https://codex.wordpress.org/Inserting_Images_into_Posts_and_Pages
and: <https://support.google.com/webmasters/answer/114016>

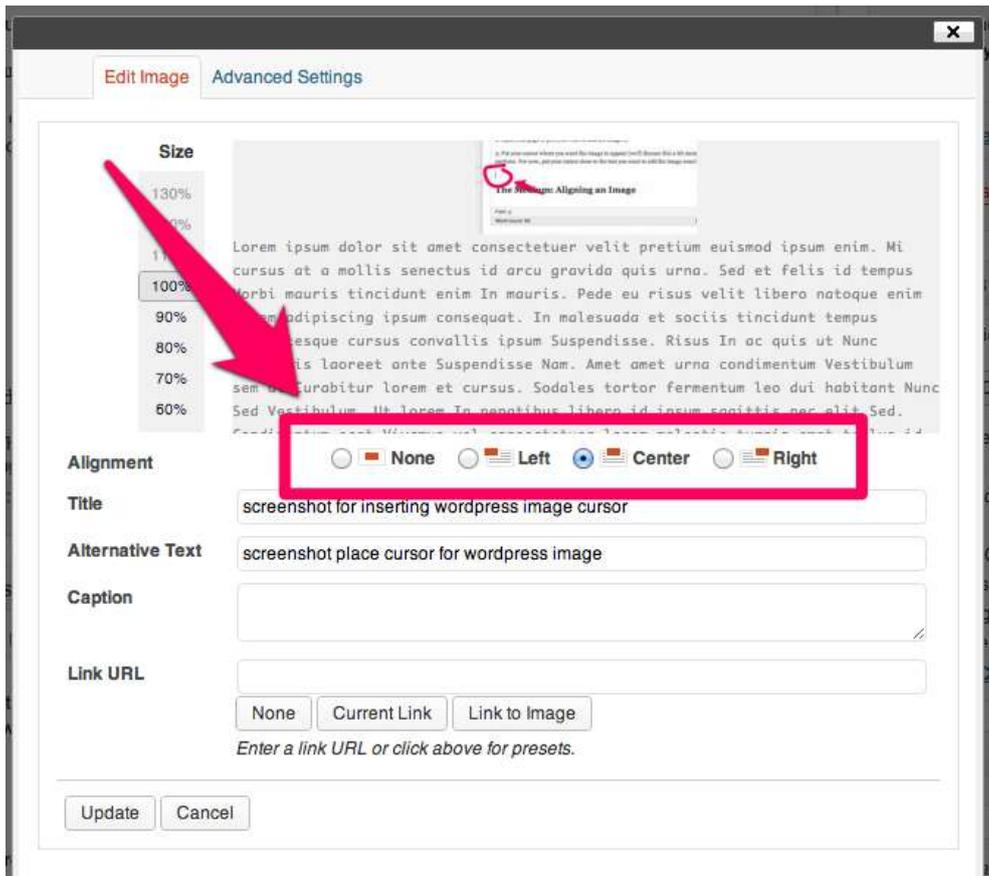
4. Positioning images in Web pages

4.1. Edit image button

Click the edit image button by clicking an image, and then hovering over the image.

4.2. Alignment

Select the alignment you'd like and click "Update"



Now here comes the tricky part: getting the image in the right place. If you've used WordPress before, you know that the Visual Editor you use to compose your pages is not so visual. What you see in the visual editor is not what your page will look like when published.

So here are a few tips to help you get the image exactly where you want it:

1. Write the text of your page first. Then go back and add images. Otherwise, you'll spend a lot of time playing with your images, only to find that when you add more text, the images move around.
2. Preview your page and find the text where you want your image to start. For instance, look at the screenshot below:



I've outlined where I want my image to start. And the text that begins that line is the word "to". So I go to my visual editor, put my cursor where the word "to" is, and add my image there (and selected right align).

And here is what it looks like:



3. Resize the image as needed. Go to the same "edit image" screen you used when choosing an alignment. There is an option there to resize your image. Resize it until it fits correctly.

4. Use the preview button a lot. As you add your images, be sure to check the preview to make sure it looks correct. Start at the top of your page, add your first image, position it, and then preview it. Once it's correct, move to the next image.

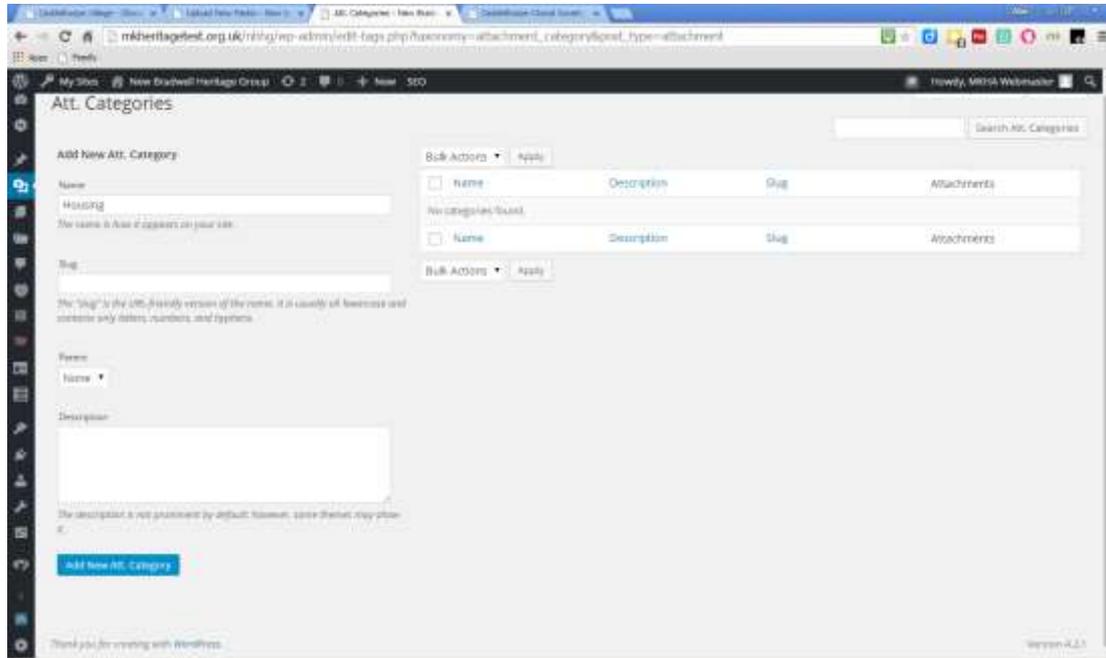
4.3 Further reading

See: <http://www.mywpexpert.com/insert-position-images-wordpress/>

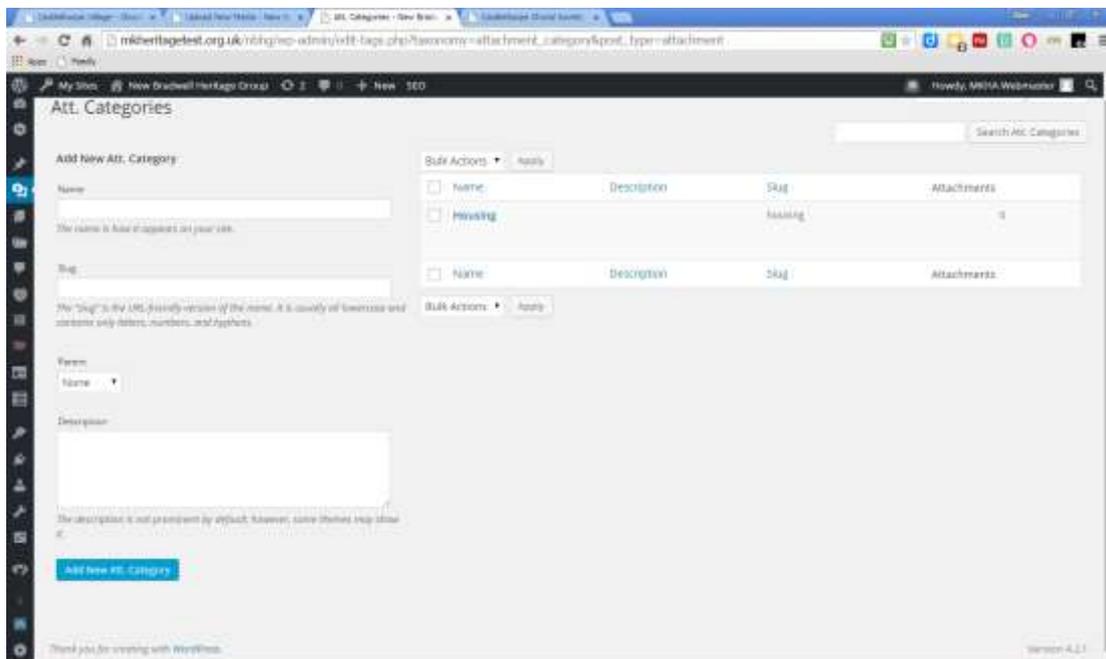
5 Organising your Media Library

Uses the Media Library Assistant plugin.

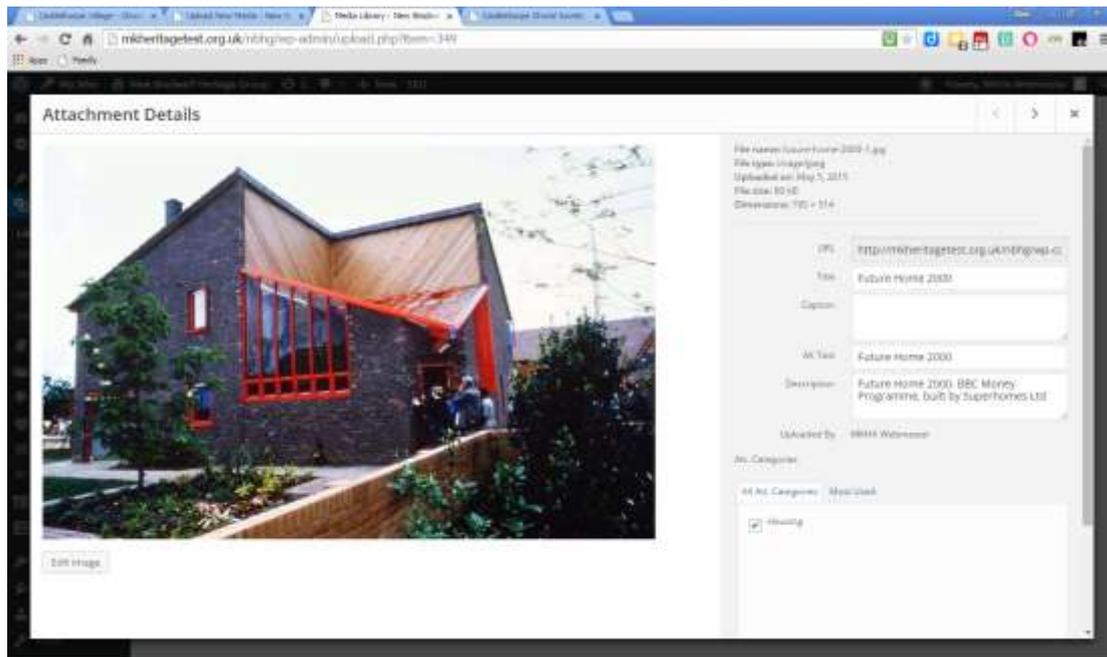
Select Media > Att. Categories to add a new category. Complete the Name and select Add New Att. Category (in blue).



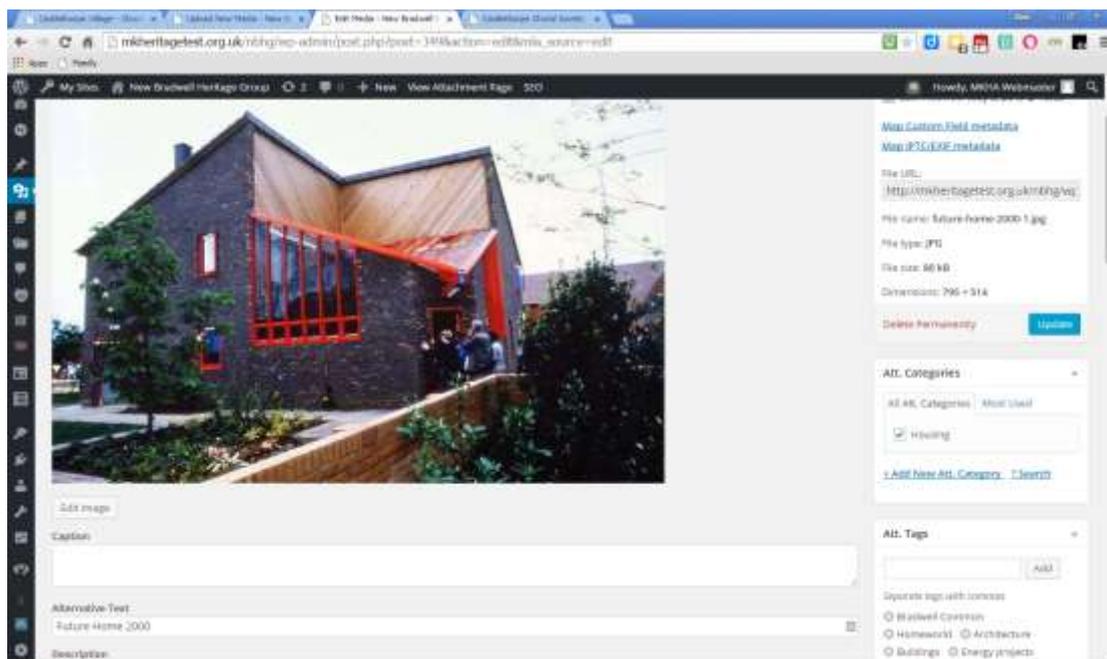
The new category will now appear on the right-hand side.



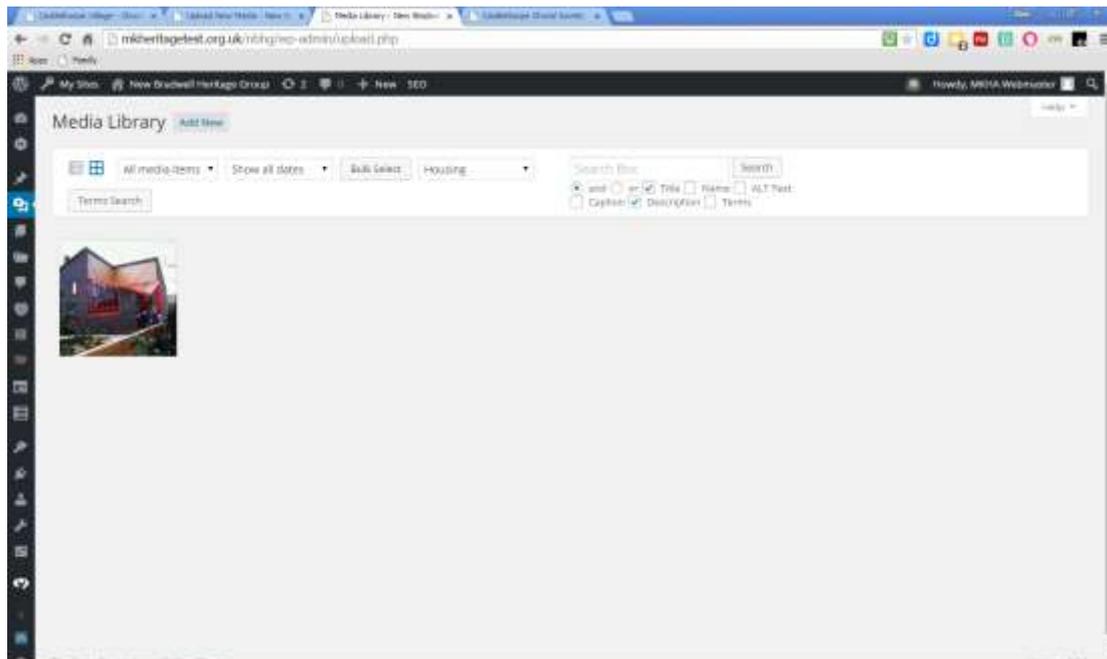
Images in your Media Library can now be edited to be associated with this category.



Tags can be added to the image information as well.



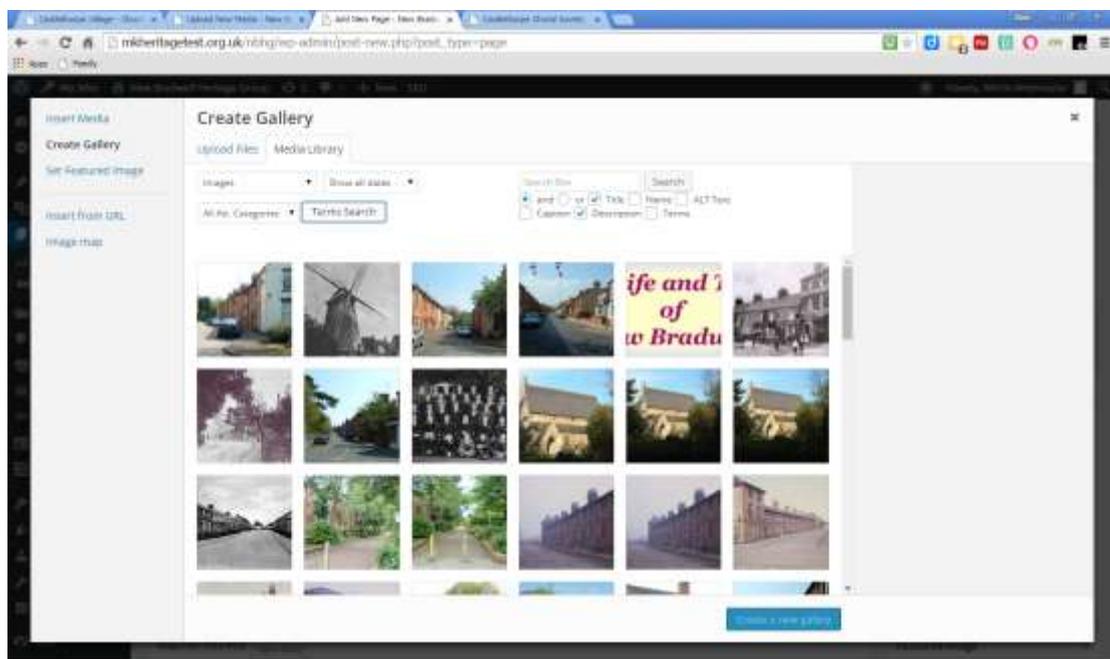
Now you have added the tag and category information it's possible to search within your Media Library by category or tag.



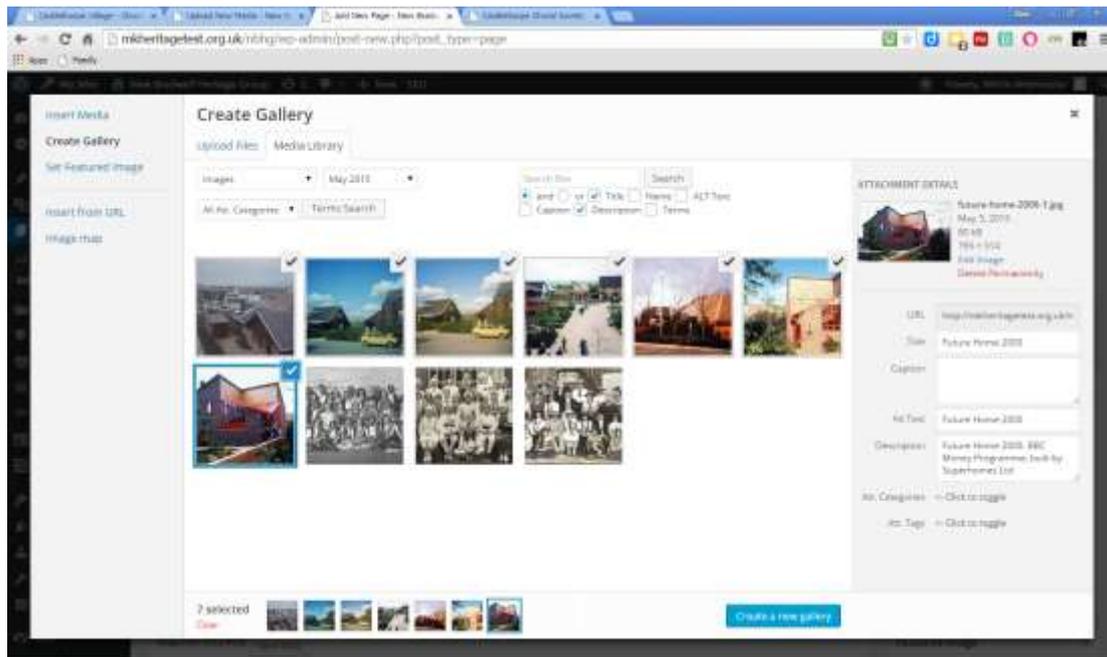
6. Galleries

Uses the Jetpack plugin.

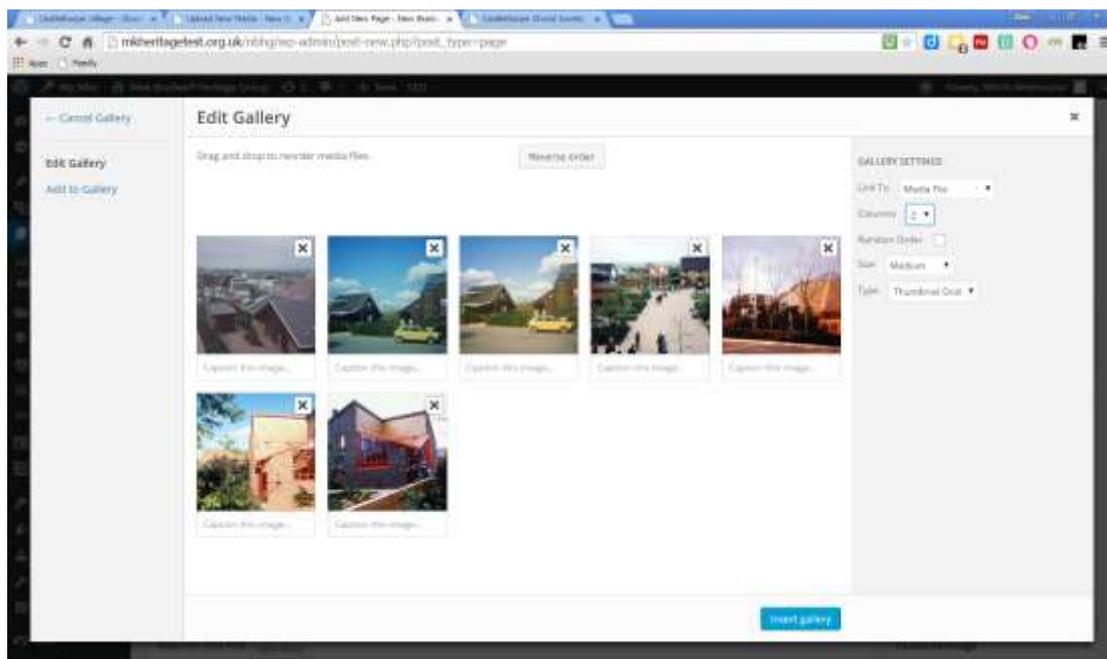
Edit a web page and go to Media > Insert Media > Create Gallery.



Select the images you wish to include in the gallery.



You can choose settings, such as Type.



Here are the same images showing three different Types of gallery.



6.1 Further reading

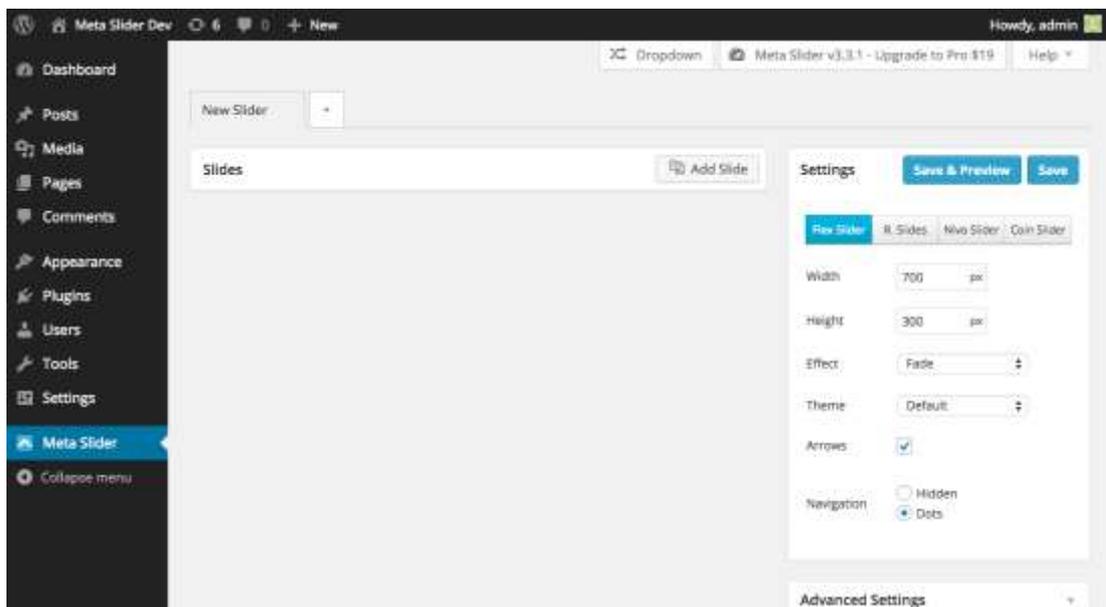
See: https://codex.wordpress.org/The_WordPress_Gallery
and: <http://jetpack.me/support/tiled-galleries/>

7. Slideshows

Uses the Meta Slider plugin.

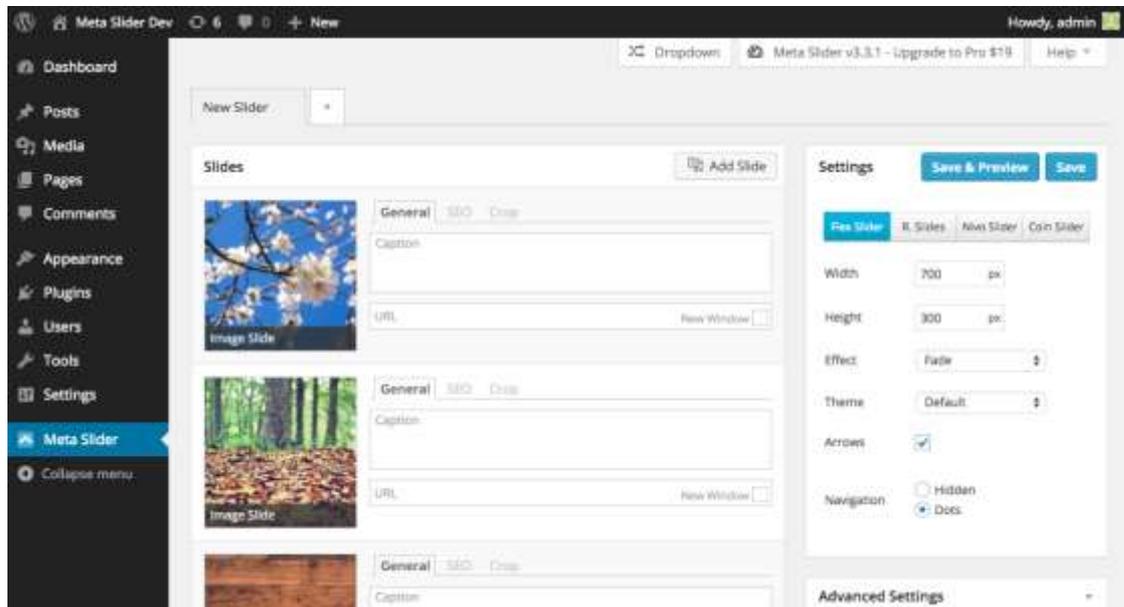
Create a slideshow by going to Meta Slider.

Click the “+” button to create a new slideshow. A new empty slideshow will be created. All of your slideshows will be listed as tabs across the top of the page. The slideshow settings are listed on the right hand side of the page, and the slides for each slideshow will be displayed in the main area of the page.



To add a slide to the slideshow, click the “Add Slide” button. The default Media Library interface will appear where you can upload new slide images or select existing images from your media library. Hold down CTRL to select multiple images.

After clicking ‘Add to slider’ the slides will be added to the slideshow. You can drag and drop the slides to reorder them. The slideshow settings are listed on the right hand side of the page. You can choose the slideshow type from Flex Slider, R. Slides, Nivo Slider or Coin Slider. Different options will be enabled/disabled based on your selected slideshow type.



To preview the slideshow click the ‘Save & Preview’ button.

Once you are happy with your slideshow, scroll down to the ‘Usage’ section (bottom right) and copy the provided shortcode. The shortcode can be pasted directly into any Post or Page.

7.1 Further reading

See: <https://www.metaslider.com/documentation/getting-started-with-meta-slider/>