PEAK ACE®

Image Checklist

tke-homesolutions.de

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1. Introduction

This document provides a brief overview of how the current and future implementation of images on tke-homesolutions.de can be improved. These recommendations are based on a preliminary review of the current technical setup. The measures listed are intended to complement the existing process.

1.1. Image SEO

The following points outline the most important basics needed for successful image optimization. Google's image search has been continuously evolving for years, and the current state will also keep changing. Internally, Google has published a number of statements (e.g., via blog posts, articles, or similar) that highlight:

- Do not embed important text in graphics.
- Provide as much image information as possible.
- Use precise, descriptive file names for your images.
- Pay attention to the anchor text (for internally linked images).
- Ensure the image is used in the right context.
- Consider how to best protect your images.
- Ensure an excellent user experience.

Based on these statements, additional tests, and our experience from various projects, we have developed measures, which are outlined below.

2. Image adjustments

The following adjustments primarily target graphic designers and content creators. They form the foundation for successful image performance. Therefore, the steps below should be completed before inserting an image.

2.1. Format, quality, size – asset creation (before upload)

2.1.1. Format selection

- Photos: preferably WebP (standard at TK), optionally AVIF if available in the setup; JPG is acceptable as a fallback / for existing images.
- Graphics/logos/icons: SVG (if possible).
- Transparency: WebP/AVIF; PNG only if strictly necessary (e.g., hard edges + transparency).

2.1.2. Upload dimensions by use case

Rule of thumb: Hero 1920px / Content 1200px / Tile 768px

Use case	Upload width (guideline)	Typical usage
Hero / Stage (LCP)	1600–1920px	Homepage, page header
Content Image	~1200px	Guide article, detailed service/product content
Teaser/ Tile	~768px (max 1024px)	Category/service overviews

Use case	Upload width (guideline)	Typical usage
Icons/Logos	SVG or 256–512px	Trust elements, navigation

Avoid: Upload camera/stock originals (e.g., 4000–6000px) without checking.

2.1.3. Compression

- Teasers/Tiles: approx. 20–80 KB
- Content images: approx. 60–180 KB
- Hero/LCP: as small as possible, often < 200–350 KB

2.1.4. File names

- Short, descriptive, hyphenated (e.g., treppenlift-montage-wohnhaus.webp).
- SEO impact is limited, but good organization and image search can benefit.

2.2. SEO & accessibility

2.2.1. Alt texts

- Describe what is shown (and, if applicable, the context); avoid keyword stuffing.
- Decorative images: leave alt text empty (alt="").
- Functional images (e.g., icon as link/button): alt text describes the function ("Request consultation").

2.2.2. Context/ surrounding Text

- Place the image close to the relevant paragraph (strong relevance signal).
- If useful: add a suitable subheading above it.
- Never convey important messages only as text inside the image (always add HTML text as well)

2.3. "Which image size is loaded?" – role clarification & rules

- WordPress generates multiple variants (width steps) → these appear in `srcset`.
- "sizes" tells the browser how wide the image is approximately within the layout.
- The browser selects the most suitable file (also depending on the device pixel ratio).

Therefore, load sizes are controlled via:

- available variants (WP/theme/Avada)
- correct implementation (<img> instead of background images, correct editor size)
- editorial rules (upload width + avoid "Full Size")

3. Checklists

3.1. Checklist for content managers

3.1.1. Before upload

- Define the use case: hero / content / tile
- Upload width according to the rule of thumb: 1920 / 1200 / 768
- Use WebP (PNG only when necessary)
- Crop the image to the correct format (do not just "display smaller")

3.1.2. When inserting into a page/post

- Do not use "Full Size" by default:
    - Full Size only for real full-width/hero images
    - Content images usually: "Large"
    - Tiles usually: "Medium"/"Large" depending on the module
- Set alt text (decorative: empty).
- Place the image near the relevant paragraph (context).

3.1.3. After inserting

- Does the image seem "too large" on mobile? (Quick visual check / PageSpeed spot check)
- Do not include important information exclusively inside the image

3.2. Developer Checklist

3.2.1. Ensure WordPress/Avada image variants

- Ensure a sensible "step set" (srcset) is available (guideline: 320 / 480 / 768 / 1024 / 1280 / 1536 / 1920).
- If steps are added/changed: regenerate thumbnails so existing images receive all variants

3.2.2. Avada modules: prefer <img>, use backgrounds deliberately

- Embed SEO/performance-critical images (hero, product/service, trust elements) as real <img> elements.
- Use CSS background images only for decoration or when handled deliberately (backgrounds are often worse for responsive delivery).

3.2.3. sizes/srcset practical check

- Verify that Avada elements actually output `srcset` (image, gallery, grid/card elements).
- Verify that browsers load smaller variants on mobile (otherwise `sizes`/implementation is wrong).

3.2.4. Configure WP Rocket LazyLoad properly (required)

- Enable lazy load for images below the viewport.
- Exclude hero/LCP images (homepage + subpage headers) from lazy load.
- Optional: exclude above-the-fold logos/badges if immediately visible.

3.2.5. Prevent CLS (required)

- Ensure image containers reserve space (correct width/height) → no layout shifts

3.2.6. Cloudflare

- Cache media under `/wp-content/uploads/` aggressively (long TTL), at least 30 days.
- Define a clean purge/cache invalidation process when images are replaced.

3.2.7. Avoid double optimization (required)

- Define clear ownership: who performs conversion/compression/resizing (WP/plugin/CDN)?
- Goal: no conflicting optimizers running at the same time.

