

# Image Optimization Checklist for Online Stores

*Use this checklist to improve website speed, visual consistency, and image SEO.*

<input type="checkbox"/>	Images are uploaded in WebP format.
<input type="checkbox"/>	Image file names are descriptive (e.g., blue-ceramic-mug.webp, not IMG_2345.webp).
<input type="checkbox"/>	All product images follow a consistent size and aspect ratio.
<input type="checkbox"/>	Backgrounds are clean and consistent across product listings.
<input type="checkbox"/>	Transparent images are used where appropriate (logos, icons, badges)
<input type="checkbox"/>	Image file sizes are optimized (not unnecessarily large).
<input type="checkbox"/>	Alt text is added to all product images.
<input type="checkbox"/>	Images appear sharp and clear when zoomed.
<input type="checkbox"/>	Lifestyle images are used where they add value.
<input type="checkbox"/>	No broken, stretched, or missing images on any page.