

How to Add & Optimize Images on Pages

Summary

This article will guide you on how to select images, edit images, and add images to the pages on your website.

Table of Contents

- [Summary](#)
- [Table of Contents](#)
- [General Information](#)
- [Selecting a Quality Image for Your Website](#)
 - [Choose an Image](#)
 - [Image Basics](#)
 - [Resize the Image](#)
- [How to Add & Optimize Images on Pages](#)

General Information

You can add images to all landing pages, including article pages and recommended searches. Adding photos to a page makes it more visually appealing for users and it helps with SEO performance. Images tend to work best visually on both browser and mobile view when they are center aligned.

Selecting a Quality Image for Your Website

Choose an Image

Locate an image you want to use. You can either purchase images from a stock photo site such as Adobe Stock or you can use your own photos.

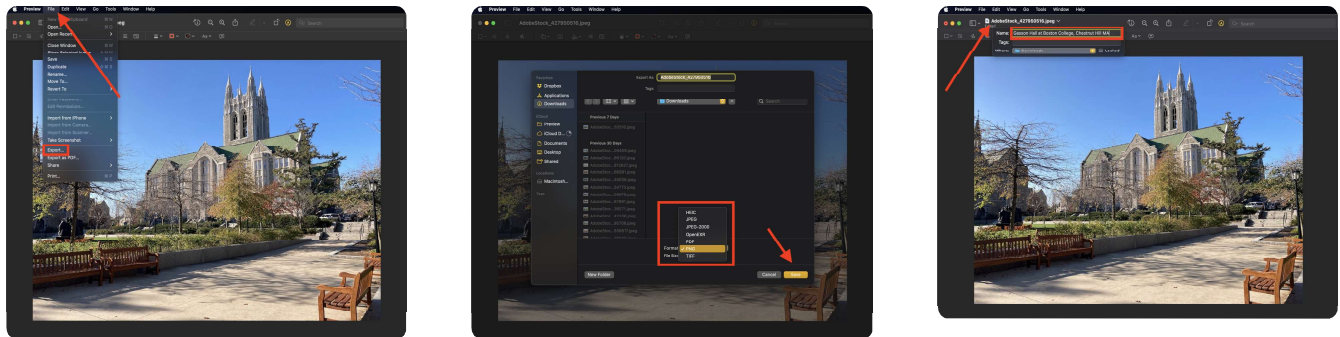
i We do not advise using Google or another site with free-use images to find images. Even if copyright filters are on, you are using these images on your site and this is technically reusing images for commercial use. Therefore, stricter copyright laws will apply. It is recommended that you use an image that you have licensed (purchased as a stock photo) or an image that you own the rights to.

Image Basics

The image you select should have good, clear quality.

The image must be a .jpg, .jpeg, or .png file format (.gif, .tiff, and .psd will not work in Accelerator).

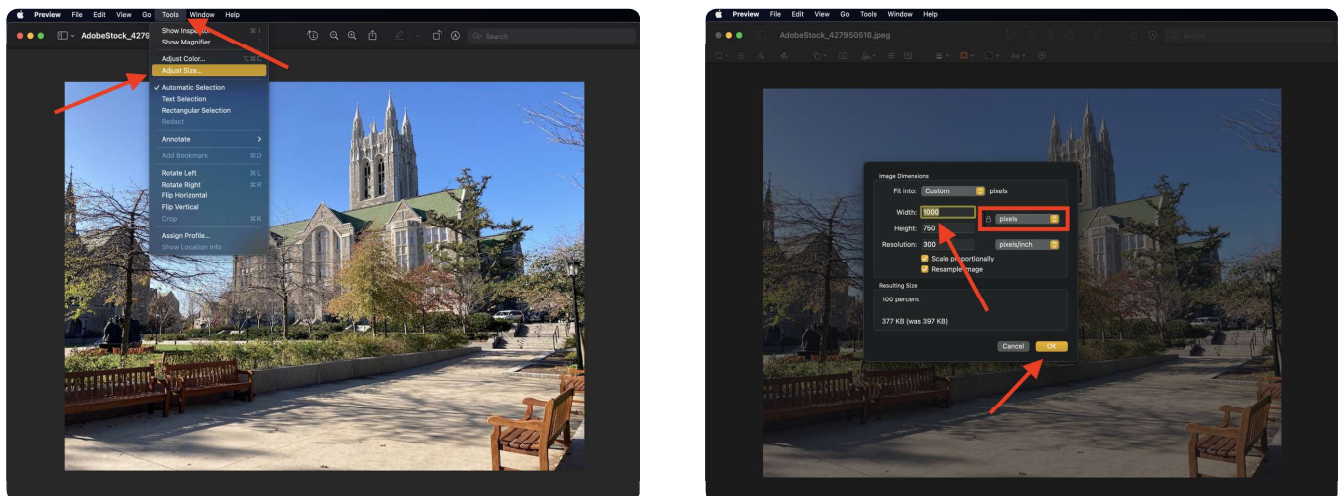
Prior to uploading the photo, save it with a relevant title so you can locate it later.



Resize the Image

The pixel size should be no less than 300px and under 1000px resolution.

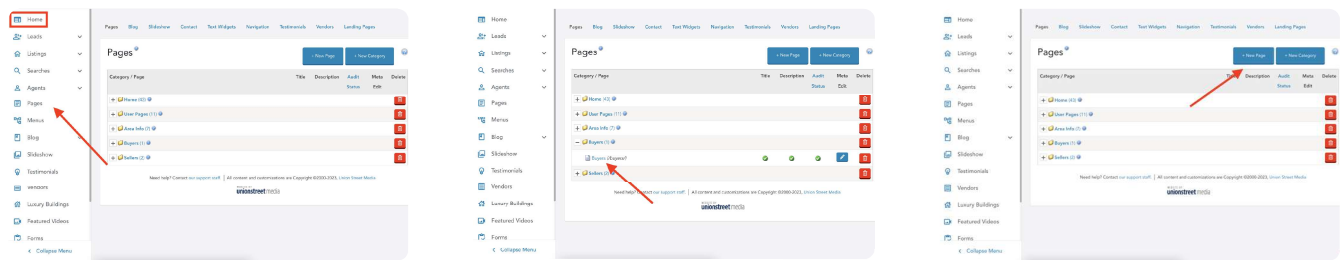
- i** If the image you have licensed or taken is larger than 1000px, you will need to resize the image in a tool outside of Accelerator before adding it to a page. Your computer's built-in photo tools or a professional tool such as Photoshop, etc. can be used.



How to Add & Optimize Images on Pages

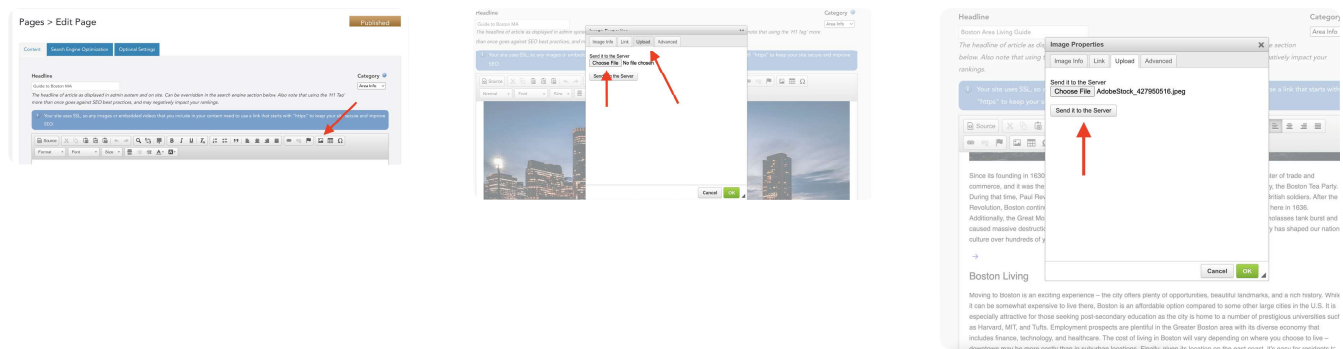
Step 1: Select a Page to Edit

In Accelerator, select the **Pages** tab from the top menu. Select the page you want to edit or click the **New Page** button in the top-right corner.



Step 2: Upload the Image

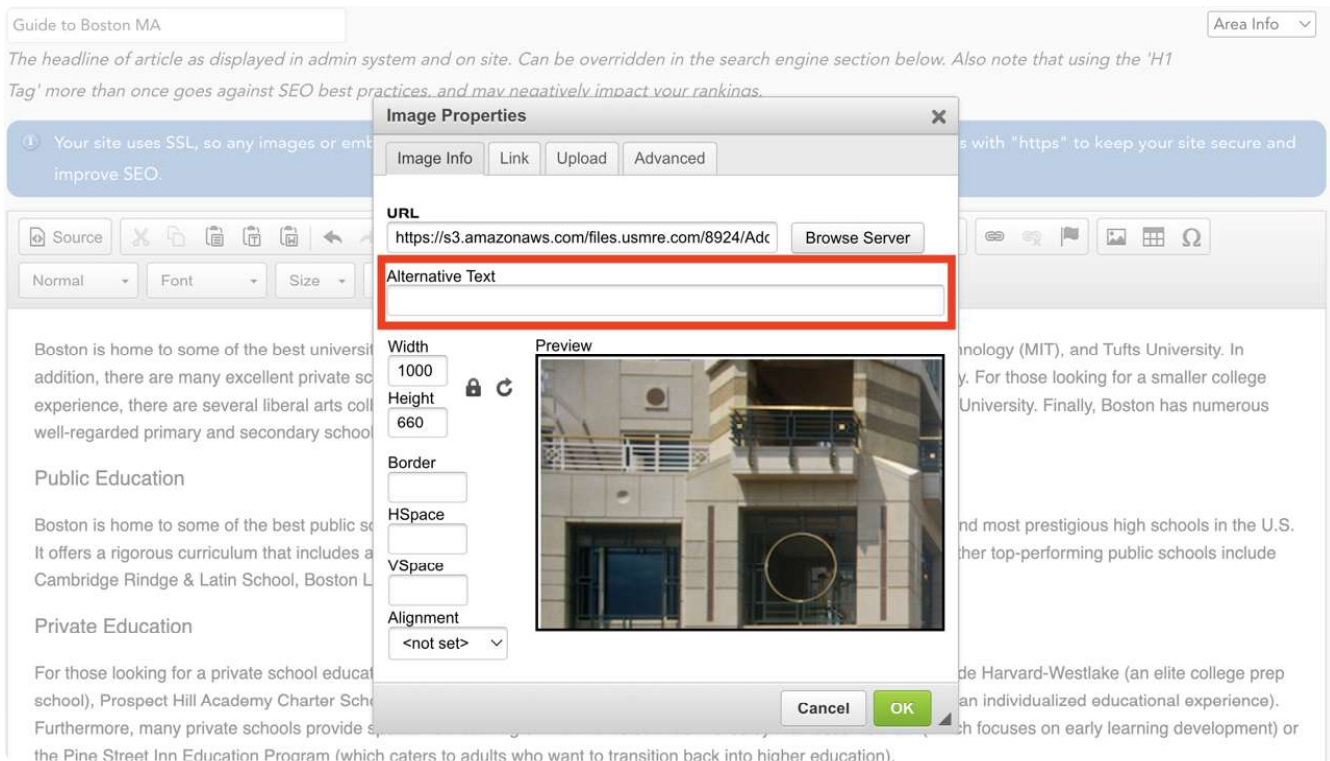
Click on the page where the image needs to be added, then select the image icon from the toolbar. In the **Image Properties** pop-up window, select the **Upload** tab and then click **Choose File**. Select the image you want to use from your files. Once you see the file name on the pop-up window next to the **Choose File** button, select **Send it to the Server**.



Step 3: Add Alt-Image Text

You will automatically redirect to the **Image Info** tab and will see the image URL and preview. In the **Alternative Text** field underneath the image URL, add simple but descriptive alt-image text to your image. This is the text that will display on the page if the image doesn't load for a user, or if they are using an accessibility tool.

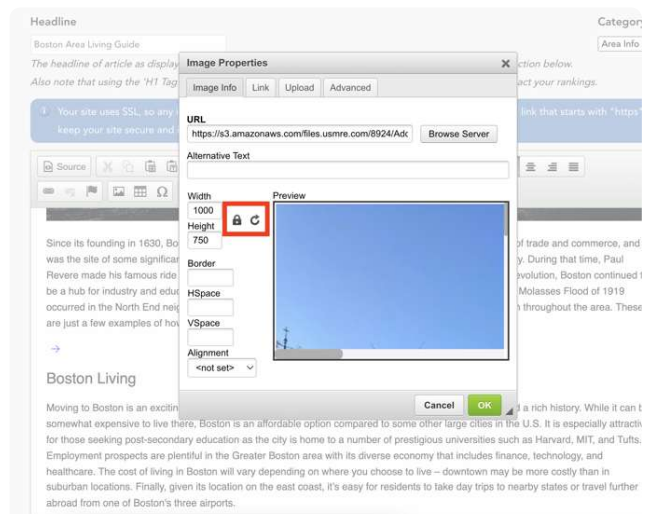
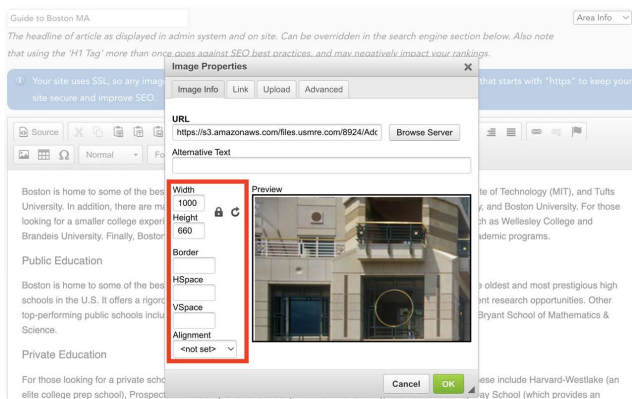
i The goal is for alt-image text to be something that search engines look for; using clear, relevant keywords is important.



Step 4: Format the Image

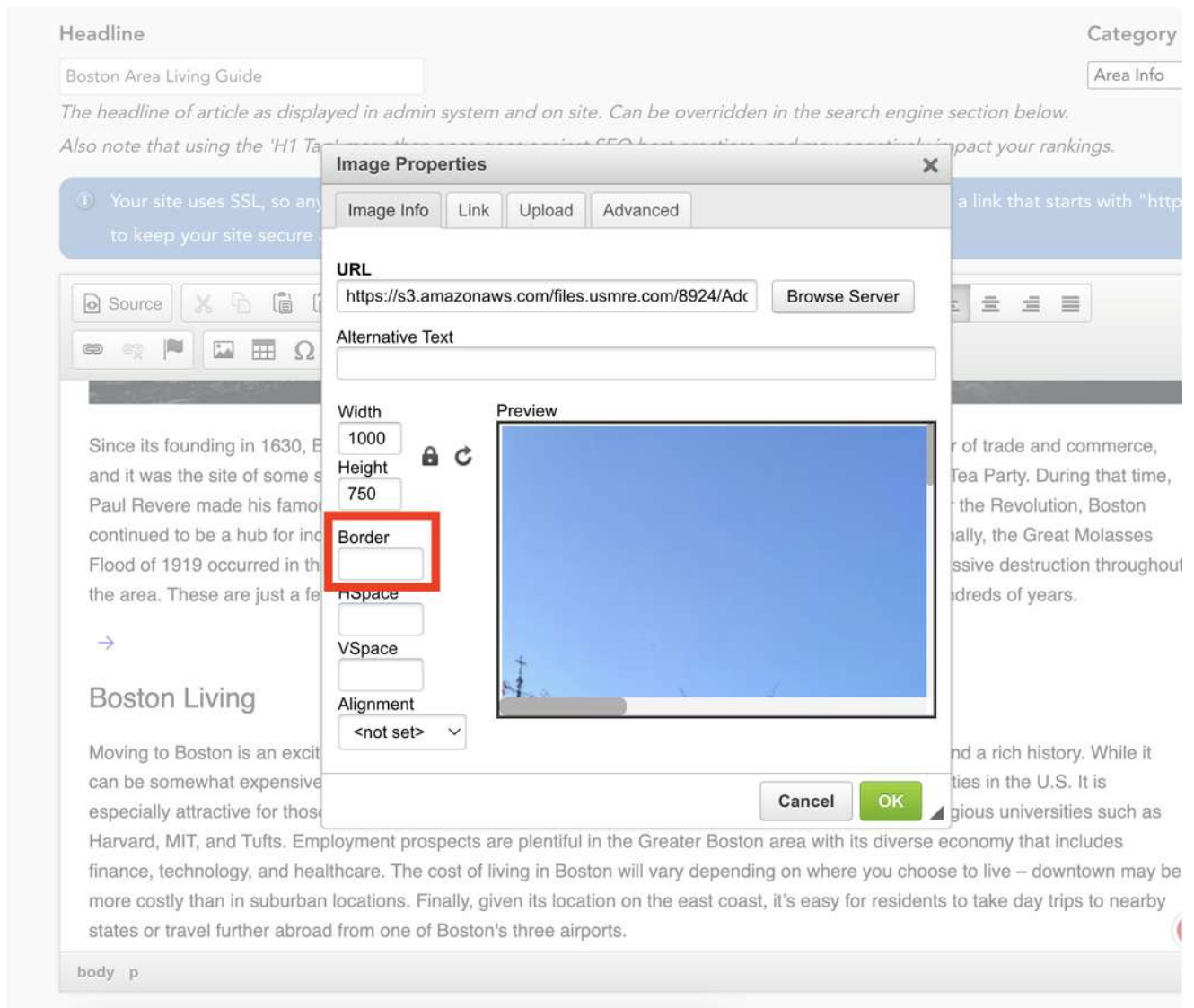
Your image should be sized appropriately before you add it to the site. You can make small adjustments in **Image Properties** if necessary, however it is best to adjust the general sizing prior to uploading it.

- It is important to make sure the lock icon stays in the locked position to preserve the dimensions you set. The icon next to it will revert the size to its original settings.



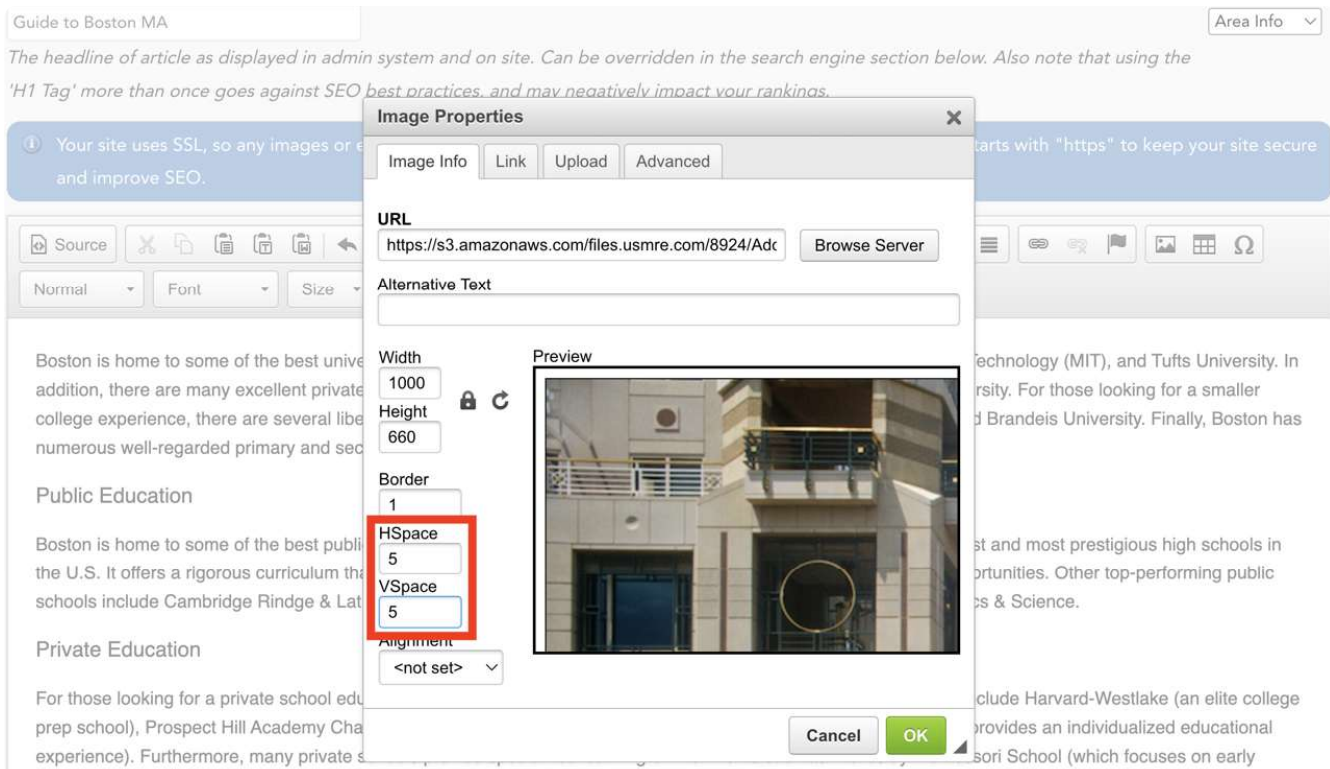
Step 5: Add a Border

You can change how the image will appear on the page by adding a border with varying thickness. This can help to draw attention to the image. Adding 1 to **Border** can be a good starting point.



Step 6: Add Padding

Insert padding to add a visually appealing buffer around the image. Adding 5 to **HSpace** and **VSpace** can be a good starting point.



Step 7: Change the Alignment

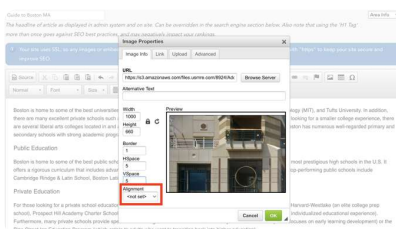
You can change the alignment of the image in two ways.

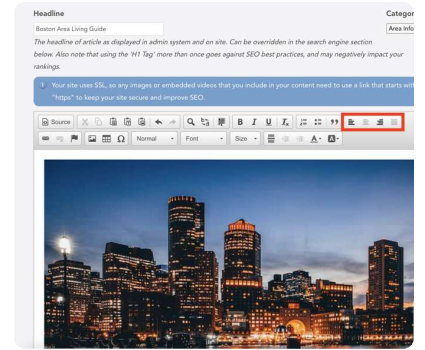
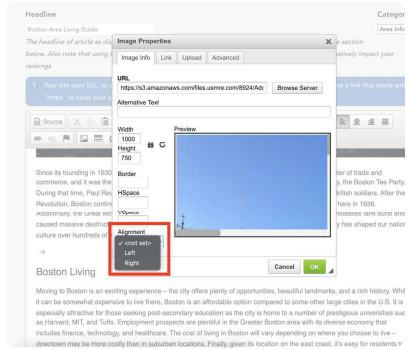
1. If you haven't clicked

OK and inserted the image yet, click the **Alignment** drop-down button in the **Image Properties** pop-up window. Select the alignment of your choice - **Right**, **Left**, or **Not Aligned**.

1. If you have already inserted the image, click the image to determine where the image is sitting and drag it to the spot on the page where you want it. Select one of the four alignment options from the toolbar –

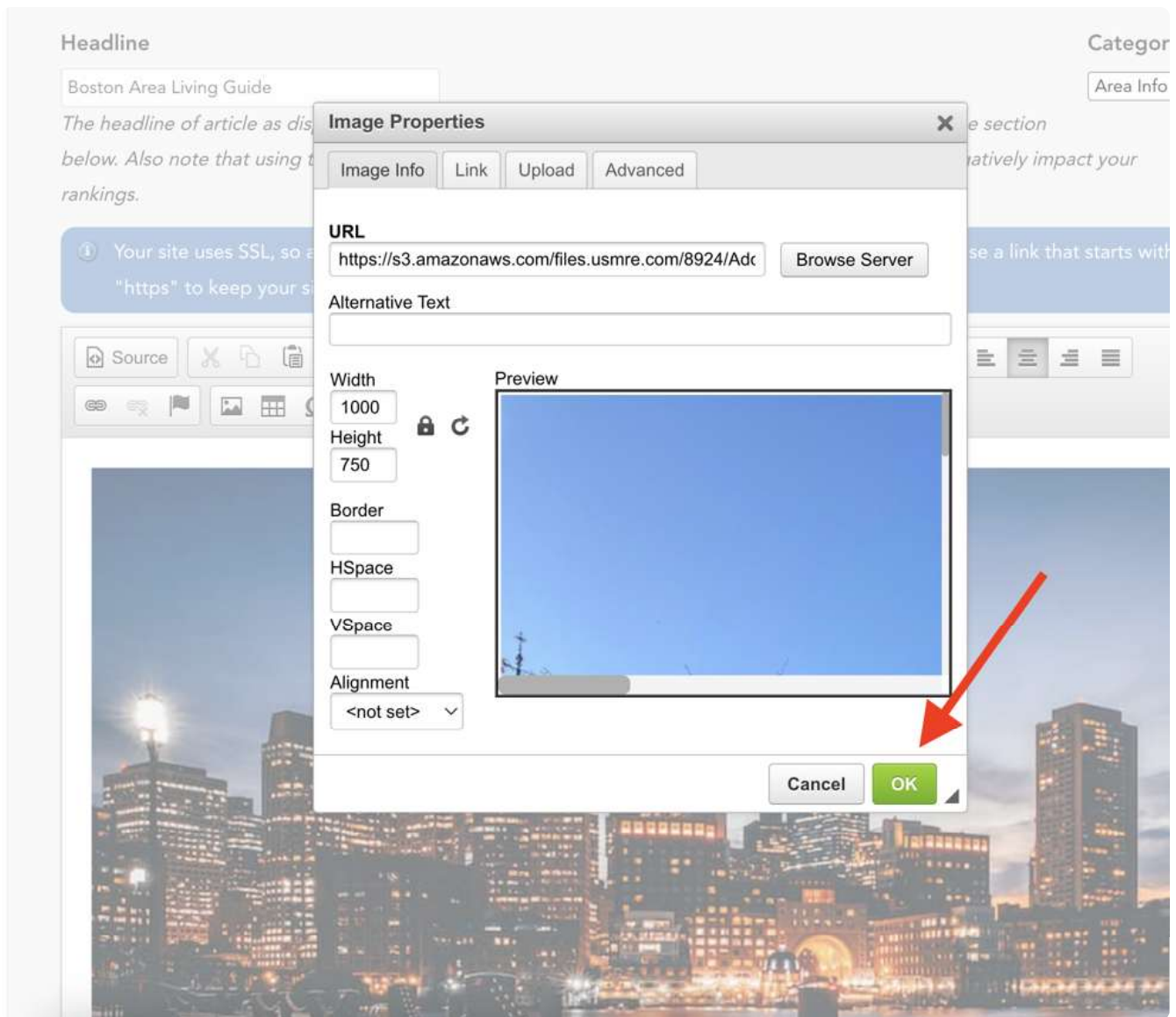
Right, **Left**, **Center**, or **Justify**.





Step 8: Insert the Image

When you are done formatting the image, click the green **OK** button in the **Image Properties** window. This will insert the image onto the page. From there, you can drag it to reposition the image.



Step 9: Preview the Page

You can preview the image to see how it will appear on the front end of your site. Click the **View On Site** button at the bottom right corner.

Boston is home to some of the best universities in the world, including Harvard University, Massachusetts Institute of Technology (MIT), and Tufts University. In addition, there are many excellent private schools such as Boston College, Northeastern University, and Boston University. For those looking for a smaller college experience, there are several liberal arts colleges located in and around the city such as Wellesley College and Brandeis University. Finally, Boston has numerous well-regarded primary and secondary schools with strong academic programs.

Public Education

Boston is home to some of the best public schools in the country. For example, Boston Latin School is one of the oldest and most prestigious high schools in the U.S. It offers a rigorous curriculum that includes advanced courses like AP classes and independent research opportunities. Other top-performing public schools include Cambridge Rindge & Latin School, Boston Latin Academy, and John D O'Bryant School of Mathematics & Science.

Private Education

For those looking for a private school education, there are numerous excellent options in and around the city. These include Harvard-Westlake (an elite college prep school), Prospect Hill Academy Charter School (a K-12 charter school), and Beaver Country Day School (which provides an individualized educational experience). Furthermore, many private schools provide specialized learning environments such as Wellesley Montessori School (which focuses on early learning development) or the Pine Street Inn Education Program (which caters to adults who want to transition back

Permalink
https://www.unlimitedsr.com/area-info/boston/ edit

Once you have set a permalink do not change it. Changing a permalink will negatively effect your website's ranking. Permalinks should be changed only when absolutely necessary.

Next →

View On Site

Revision History Save and Continue Editing SAVE Cancel

food items such as mac n cheese and burgers, it's a perfect place to visit for lunch or dinner. Whether you're looking for gourmet meals or just a quick bite, there's something for every palate in Boston's thriving food scene.

Education

Boston is home to some of the best universities in the world, including Harvard University, Massachusetts Institute of Technology (MIT), and Tufts University. In addition, there are many excellent private schools such as Boston College, Northeastern University, and Boston University. For those looking for a smaller college experience, there are several liberal arts colleges located in and around the city such as Wellesley College and Brandeis University. Finally, Boston has numerous well-regarded primary and secondary schools with strong academic programs.

Public Education

Boston is home to some of the best public schools in the country. For example, Boston Latin School is one of the oldest and most prestigious high schools in the U.S. It offers a rigorous curriculum that includes advanced courses like AP classes and independent research opportunities. Other top-performing public schools include Cambridge Rindge & Latin School, Boston Latin Academy, and John D O'Bryant School of Mathematics & Science.

Private Education

For those looking for a private school education, there are numerous excellent options in and around the city. These include Harvard-Westlake (an elite college prep school), Prospect Hill Academy Charter School (a K-12 charter school), and Beaver Country Day School (which provides an individualized educational experience). Furthermore, many private schools provide specialized learning environments such as Wellesley Montessori School (which focuses on early learning development) or the Pine Street Inn Education Program (which caters to adults who want to transition back into higher education).

SEARCH BOSTON NEIGHBORHOODS SEARCH GREATER BOSTON \$ TEST & EVAL HOME EVALUATION >

Step 10: Save the Page

If you are finished, click **Save** at the bottom of the page. Your page is now published.

edit

ill negatively effect your website's ranking. Permalinks should be changed only when absolutely

View On Site

Revision History Save and Continue Editing SAVE Cancel

Contact Union Street Media Support for assistance: support@unionstmedia.com.