

Best Practices for Sending Images and Videos to Your Webmaster

This document outlines the recommended best practices for preparing and sending image and video files to your webmaster for use on your website. Following these guidelines will ensure a smooth and efficient process, minimizing delays and technical issues. Video Link: <https://adilo.bigcommand.com/watch/o8jJXqgc>

Images

File Naming Conventions

- Use descriptive, lowercase names that clearly indicate the content of the image.
 - **Good Examples:** 2024-christmas-party-office, product-launch-event, team-meeting-room
 - **Avoid:** image12, IMG_0001, Picture
- Avoid spaces in file names. Use hyphens (-) to separate words.
 - **Correct:** summer-sale-banner
 - **Incorrect:** Summer Sale Banner
- Include relevant details like dates, events, or locations when applicable to make files easily identifiable.
- Keep file names concise but meaningful (e.g., avoid overly long names like 2024-christmas-party-at-the-main-office-with-staff).

File Formats

- Preferred formats: .jpg, .png, or .webp.
 - Use .jpg for photographs or images with many colors.
 - Use .png for images requiring transparency (e.g., logos).
 - Use .webp for a balance of quality and smaller file size (if supported by your software).
- Avoid sending images in formats like .bmp, .tiff, or raw files unless specifically requested.

File Size and Resolution

- Optimize images for web use to reduce file size while maintaining quality.
 - Aim for a maximum width of 1920 pixels (unless otherwise specified).
 - File size should ideally be under 1 MB per image.
- Use tools like Adobe Photoshop, GIMP, or online compressors (e.g., [TinyPNG](#)) to resize and compress images before sending.
- Ensure images are high enough resolution to avoid pixelation (at least 72 DPI for web).

Sending Images

- For small batches (under 10 MB total), attach images directly to an email.
- For larger batches or high-resolution files, use a file-sharing service (e.g., Google Drive, [Dropbox](#), WeTransfer) and provide a link to the folder.
- Organize images into folders by category or page (e.g., homepage, events, products) if sending multiple files.

Videos

File Naming Conventions

- Follow the same naming rules as images: lowercase, descriptive, with hyphens.
 - **Good Examples:** 2024-company-promo, event-highlights-june, tutorial-product-use
 - **Avoid:** video1, MOV_1234, My Video
- Include the date or purpose in the name when relevant.

File Formats

- Preferred formats: .mp4 or .mov.
- Use [H.264 compression](#) for a good balance of quality and file size.
- Avoid sending raw or uncompressed video files (e.g., .avi) unless requested.

File Size and Duration

- Keep videos short and concise (ideally under 2-3 minutes) for web use, unless otherwise specified.
- Optimize file size:
 - Aim for under 50 MB for short videos.
 - Use video editing software (e.g., Adobe Premiere, iMovie) or online tools (e.g., [HandBrake](#)) to compress files without significant quality loss.
- Resolution: 1080p (1920x1080) is typically sufficient for web; 4K may be unnecessary unless requested.

Sending Videos

- Small videos (under 10 MB) can be sent as email attachments.
- Larger videos require a file-sharing service:
 - Upload to Google Drive, [Dropbox](#), or a similar platform and share the link.
 - For frequent or large video transfers, we may set up an [FTP folder](#)—contact your webmaster to coordinate this.
- Provide a brief description of each video's purpose or intended use (e.g., "Homepage banner video" or "Product demo").

General Tips

- **Label Clearly:** If sending multiple files, include a short note or document explaining what each file is for (e.g., “2024-christmas-party-office.jpg goes on the Events page”).
- **Check Before Sending:** Ensure files are not corrupted and open correctly on your end.
- **Communicate Deadlines:** Let your webmaster know if there’s a specific timeline for when the files need to be uploaded.
- **Backup Files:** Keep a copy of all files you send in case they need to be resent or referenced later.

Why These Practices Matter

- Descriptive names and proper formatting make it easier to organize and upload content to your website efficiently.
- Optimized file sizes ensure faster page load times, improving user experience and SEO performance.
- Clear communication and appropriate delivery methods reduce back-and-forth and streamline the process.

If you have any questions or need assistance with preparing files, feel free to reach out to your webmaster. Thank you for your cooperation in keeping your website running smoothly!

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