

Images, your WordPress website, and the Divi Builder

See “Understanding Images” for background on image file types and software/programs for converting, editing, and manipulating images.

For your WordPress website, JPEG (.jpg) is the format you want to use 95% of the time. *Note: PDF is a document file type, NOT an image file, even though in our work PDF documents often contain images. You will need to extract .jpg images from a PDF or convert an entire PDF to a .jpg image file.*

But wait – aren’t PNG (.png) or GIF (.gif) files basically the same as JPEG? Why shouldn’t I use them? Without getting too far into the weeds, PNG will work just fine. JPEG are just better at looking good while taking up less space. PNG will be great for when you need a picture with lots of details – like a map – that you can zoom into. But save it for special events and use small JPEG for your day-to-day posts. GIFs are good for when you want animation – but that’s a whole different lecture.

This document is a general guideline to working with images for your website but shouldn’t be considered a comprehensive guide for these reasons:

- Your website may have some places for alternative sizes or non-standard size images.
 - There may be places and functions on your website (headers, logos, footers, pages for archives and digitization) that require use of image formats other than .jpg, which we won’t be addressing here.
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There are some great image guides for Divi images already published. I highly recommend reviewing these:

[The Ultimate Guide to Using Images within Divi](#), 9/16/2022

<https://www.elegantthemes.com/blog/divi-resources/the-ultimate-guide-to-using-images-within-divi>

Divi Documentation: [The Divi Image Module](#)

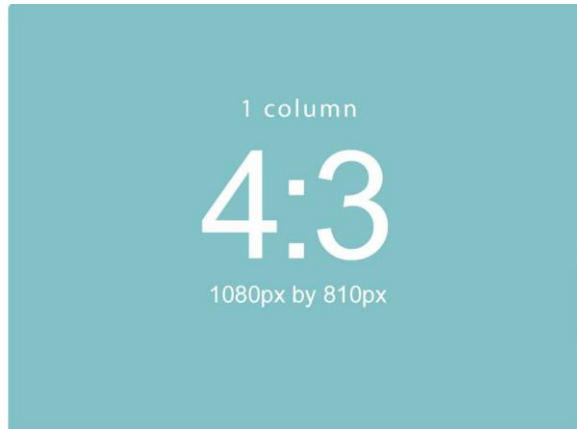
<https://www.elegantthemes.com/documentation/divi/image/>

Aspect ratio :

What size should my image be?

Most images on a Divi website will be a 16:9 ratio, 4:3 ratio, or occasionally a 3:2 ratio.

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The number of pixels wide vs. tall will define the ratio of the space on the website; and Divi columns are divided into multiples of these depending on how many pictures are in a row. But usually for blog posts we only need one picture.

Okay, just tell me what size I should make my blog post images.

First, we must understand that there are two parts to a blog post:

1. The page on which the blog post appears (often the home page and sometimes a second page like “Children’s Programs” – this is set by the Category assigned to the post – see *Creating a new blog post for more details*), and
2. The permalink page where the full text of the post is viewed.

A LOT depends on the way your website is designed, but USUALLY a blog post module should work with:

16:9 : 650 x 400 (650 x 370 to be exact)

4:3 : 600 x 450

3:2 : 600 x 400

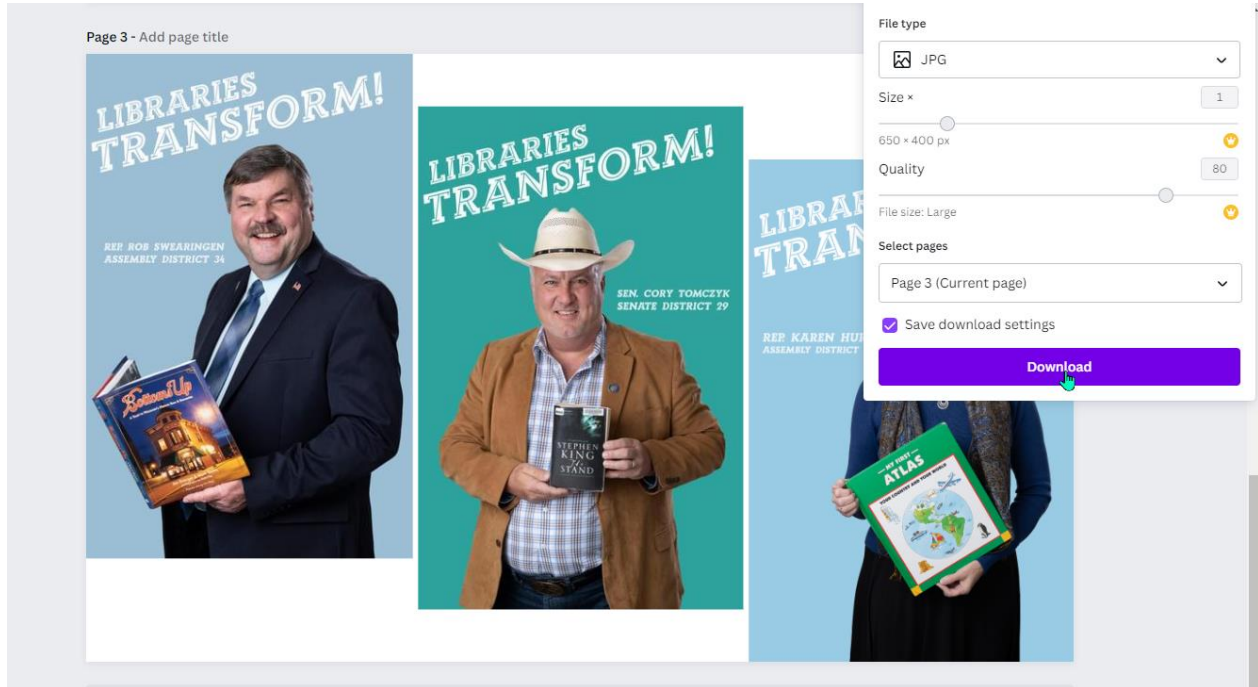
And in some sliders you can use almost any size.

But when you look at a blog post on its permalink site (see *Creating a new blog post for my website* for more information), it is almost (but not always) going to require a 16:9 ratio (650 x 400 pixels) image to prevent top and bottom from being cut off.

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tl;dr FOR BEST/MOST RELIABLE RESULTS:

Create a “Blog Post” template in Canva set up to 650 x 400 size (unless you know you need one of the two alternatives). For this post I used three individual JPG images, dropped them into a Canva 650 x 400 template, then download the final image as a JPG.



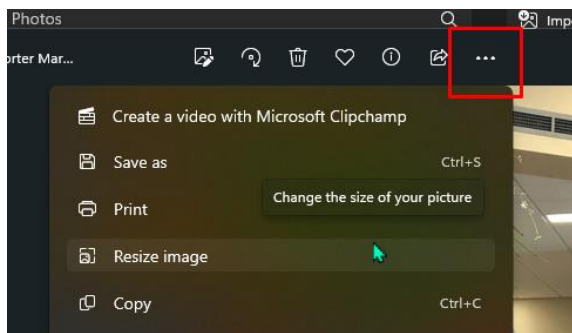
That way I could work with some very different sized images, but still get the format I need for my permalink.

Quality:

A note on quality and file size. Most of the time if you create an image in Canva and download it as a JPEG, it will be a good size for your website. If, however, you find yourself with a TOO BIG image and need to reduce the size, here are some tips:

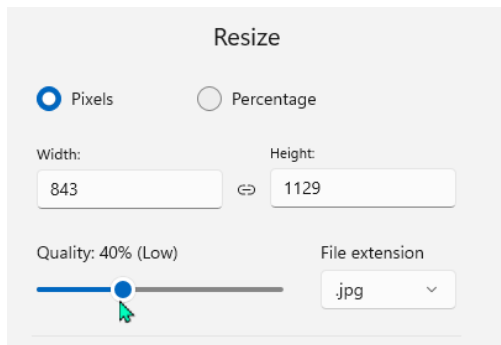
Windows computer:

Photos: Open your image and click on the three dots – select “Resize.”



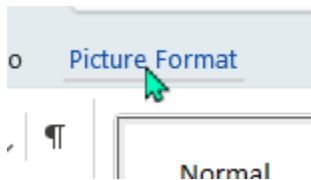
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Move the slider to adjust the quality, and save your image:

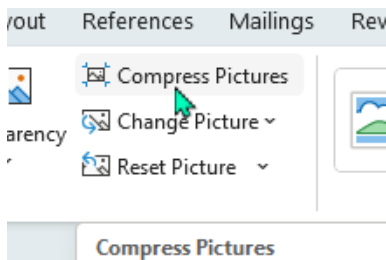


Word: (Yes, Microsoft Word)

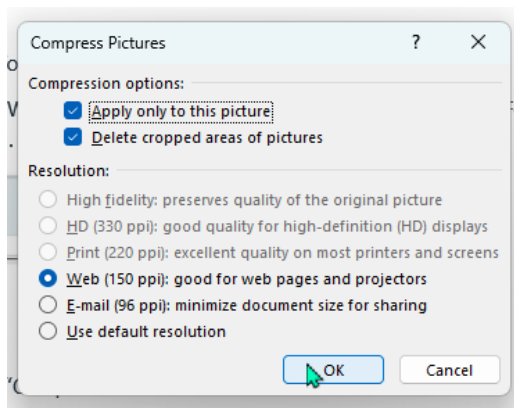
Insert your image into a Word document, and select your image. The “Picture Format” menu tab will appear in the top ribbon.



On the left side click on “Compress Pictures”



Select the options from the menu, click okay.

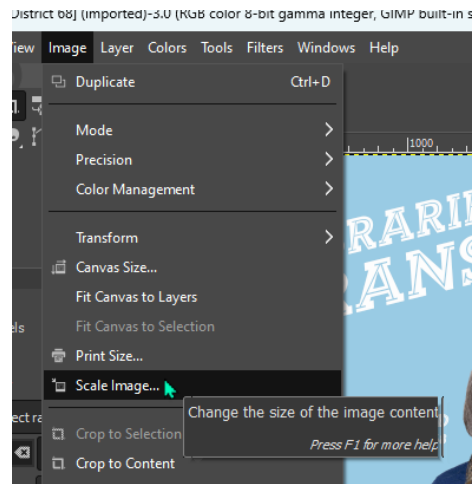


Right-click on the picture you modified and select “Save as Picture” – save as the image type you like.

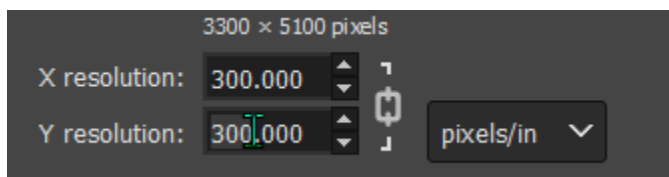
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GIMP:

Open your image in GIMP, select “Image” and “Scale Image”



Enter new numbers in the X/Y resolution and save your image.



Good luck!