

BRITA Website Image Uploads

Recommendations for editors



Update October 2021
What's new? Please see on the slides
marked in yellow ...

HQ Website Team
October 2021

Intro: Website images and their impact on site speed



- As commonly agreed, the page load time of a website affects the conversion.
- In order to optimise the site speed of the BRITA website(s), we did a technical implementation in January 2020 (images are only loaded when they are in the users' viewport) and can see first positive results. This get more important now also with regard to the new Google ranking factors (Core Web Vitals).
- For further site speed improvements, it is also crucial that the images integrated on the website have an appropriate size and resolution.
- As a result of a technical adaptation in August 2021, images are **automatically converted to the WebP format with a quality of 80%** - if the browser is supporting WebP. There might be display problems if the images maintained in the CMS Assets App are highly compressed. So please consider the recommendations mentioned on the next slide.
- In the following, we will give website editors some recommendations for uploading/using images within the **Content Management System Magnolia**.

Recommendations for image sizes for uploading within the CMS Magnolia

- The size of an image depends on the **pixel format** and the **pixel density** (dpi).
- The maximum **pixel density** for web images is 72 dpi.
- For landing pages and magazine pages you can look up the specifications (**pixel format**) on <http://brita.linienland.de/magnolia/>. In case of the new homepage and consumer overview page, you can find the specifications for the images within the provided briefing templates.
- The **image size can vary between 100 to max. 500 kB**.
- Stage images for the **homepage fullwidth teaser (campaign teaser)** have a size of 2560x1160 px. **Optimum should be around 500 kB**. The images should never exceed 1 MB. **You have the possibility to add an additional mobile image for this teaser (710x400 px) – optional / not mandatory.**
- The .jpg format is smaller as the .png format. Therefore please send your images in .jpg format.
Attention: For images with text you should only use .png.

Uploading Images in the Assets-App – Relevant to fill in



1. **SEO-relevant file name**, occurring in the code – please define an image name in local language based on local SEO requirements

2. **Asset name** displayed only within CMS, e.g. in the asset folder see [naming convention](#)

3. **SEO-relevant Title-Tag for better usability** – please define title in local language based on local SEO requirements (occurring with mouse over) – can be the same as ALT-text

4. **SEO-relevant ALT-text** (alternatively, when the image does not load) – **max. 50 characters** Important for barrier-free web-design, please describe what you see on the image

Asset

DESCRIPTION

Media *

image detail

waterfilterjug-pouring-glass-of-water.jpg

Size 2560 x 800, 474 KB

Format jpg

EDIT IMAGE... UPLOAD A NEW IMAGE...

Asset name consumer-waterfilterjug-stage-2560x800-pouring-glass-of-water

Caption (en) consumer-waterfilterjug-stage-2560x800-pouring-glass-of-water Pouring a glass of water from a water filter jug image - jpg

Describe asset using Simple Dublin Core Metadata Element Set (DCMES)

Identifier c71252ff-c4a6-4fb6-91d6-f98181ec3407

Type

Title (en) Pouring a glass of water from a water filter jug

Description (en) * Pouring a glass of water from a water filter jug

Creation Date 2020-08-20 15:52

Modification Date 2021-05-17 14:47

Creator thahn

English

CANCEL DOWNLOAD SAVE CHANGES

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Water filter jugs
Convenient filtration at home

Detailed explanation of image handling



How the image handling within the BRITA CMS works



- Images are saved in their actual size / resolution in the Magnolia Assets app.
- The components/modules in which the assets are referenced, specify (in the defined HTML) in which other (smaller) resolutions an asset is also required.
- In Magnolia there is an “Imaging Unit” which works in the background and ensures that all image sizes resulting from the HTML are automatically generated. If the browser requests WebP-images during the loading process of a page, the “Imaging Unit” converts the images to the WebP-format with 80% quality (comparable to Photoshop if you save images with 80% quality). If the browser doesn’t support the WebP-format for images, the JPG or PNG images will be generated with a 75% quality. WebP achieves better image quality per amount of data than JPG/PNG at very high compression – so the file size of WebP images is usually much smaller than JPG/PNG images. The generated images are not saved in the Assets app, but internally in the “Imaging Unit”.
- When publishing, all generated images are copied from the “Imaging Unit” into our CDN (= Content Delivery Network). This is a separate server that is only responsible for the delivery of the images on the websites. This relieves the load on the actual public web server because the images and other assets do not have to be loaded from there.



Thank you very much.