

Images for your website...What is OK to Use?

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By Francisco Aloy

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Pairing your website content with images sends a powerful message that text alone can't convey. Notice all the virtual eBook covers and software boxes used to describe products. They are used for one simple reason: they sell more!

Getting images from the web is so easy, we tend to forget someone created the image and should be paid for the use of it. The first thing you should do when considering using one, is getting permission from the creator/designer of the graphic or image.

You have to read the user agreement carefully before using images offered by some websites. Most of the time, they are free for personal use but must be purchased for business use.

There are many distributors of commercial graphics and images catering to the needs of Webmasters. Some come in sets of multiple indexed CD-ROM's with a searchable database.

Another good source is the return bin of retail computer goods stores, such as: CompUSA, Fry's and so on. I've found huge collections of commercial graphics for next to nothing because somebody opened the package and brought it back for a refund.

Likewise, your digital camera can be a source of royalty free images. A word of warning: You still have to get

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permission from the owner of any commercially protected product you photograph; just because you photograph something doesn't mean you own all the rights to the image.

When you want to get an image from the web, the proper way to acquire the image is to use the Print Screen button on your keyboard and then paste the image into your favorite graphics application. In this way, you won't be taking bandwidth that doesn't belong to you. Again, due diligence on your part to get permission to use the image is a must.

The most common formats for web images are GIF and JPEG

because they offer good image quality with reasonable file size. Do remember that images take up lots of resources and should be used sparingly. One half of the country is still using dial up modems and you must design and edit your website to include them.

A web based utility I've found very useful for testing the loading time of my websites is the Web Page Analyzer, located here:

<http://www.websiteoptimization.com/services/analyze/>

Use it to find the correct loading time of your web page. As a rule, most folks will wait 5 to 8 seconds for a page to load; if it's more than that, you risk the chance of visitors hitting the back button.

Remember that images should be used to enhance the message you are presenting to your visitors. They should have a professional, finished look to them.

The last thing you want is for the images on your website to have such an amateur look that they inspire questions about your general competence. Remember: You never get a second chance to make a first impression!

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by Francisco Aloy

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Agreement reminder, not part of the article:
Please include my working hyperlink in the

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resource box. Remove paragraph before posting.

Text Is King!

By James C. Micucci

Are you building your website? If so, STOP! Take a look at what you have done so far. How many images do you have? How much text do you have?

If your website has more images than text then you could be in trouble. Ask yourself these two questions

What are my visitors at my website for?

Chances are, your visitors came to your website to find information on a topic or to answer a question. They probably didn't come to look at pictures (unless you run a photo gallery). Give your visitors what they want and they will keep on coming back.

Why did I put all these images on my website.

Now, this is not always true, but what I have found is that people put a lot of images on their website to make up for poor quality content. They think if they have a pretty looking website, people won't pay that much attention to the text. That is another wrong assumption that should never be made.

REMEMEMBER: People come to get quality content, and will leave if you don't provide any

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If your website has more text than images, good for you, keep up the good work and good things will come to you.

James C. Micucci is the webmaster at

. Although his site is still in

development, in the near future he will become one of the premier content providers on the internet

Text Is King!

Web Source Web Design Tips – Resizing Your Images

Some words are worth a thousand pictures

Images: How To Make Them To Load Fast On Your Web Pages?

5 Tips For A Better Website

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My Online Friends – Dating Website Script

Ultimate Web Shield

WebSite TollBooth – Analyze Your Web Traffic like Never Before!

Script Jungle – You'll Get 10 Great Scripts With Resell Rights!

AX Gold's Website Guardian



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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!