

A PRACTICAL WEBINAR FOR AGING-IN-PLACE PROFESSIONALS

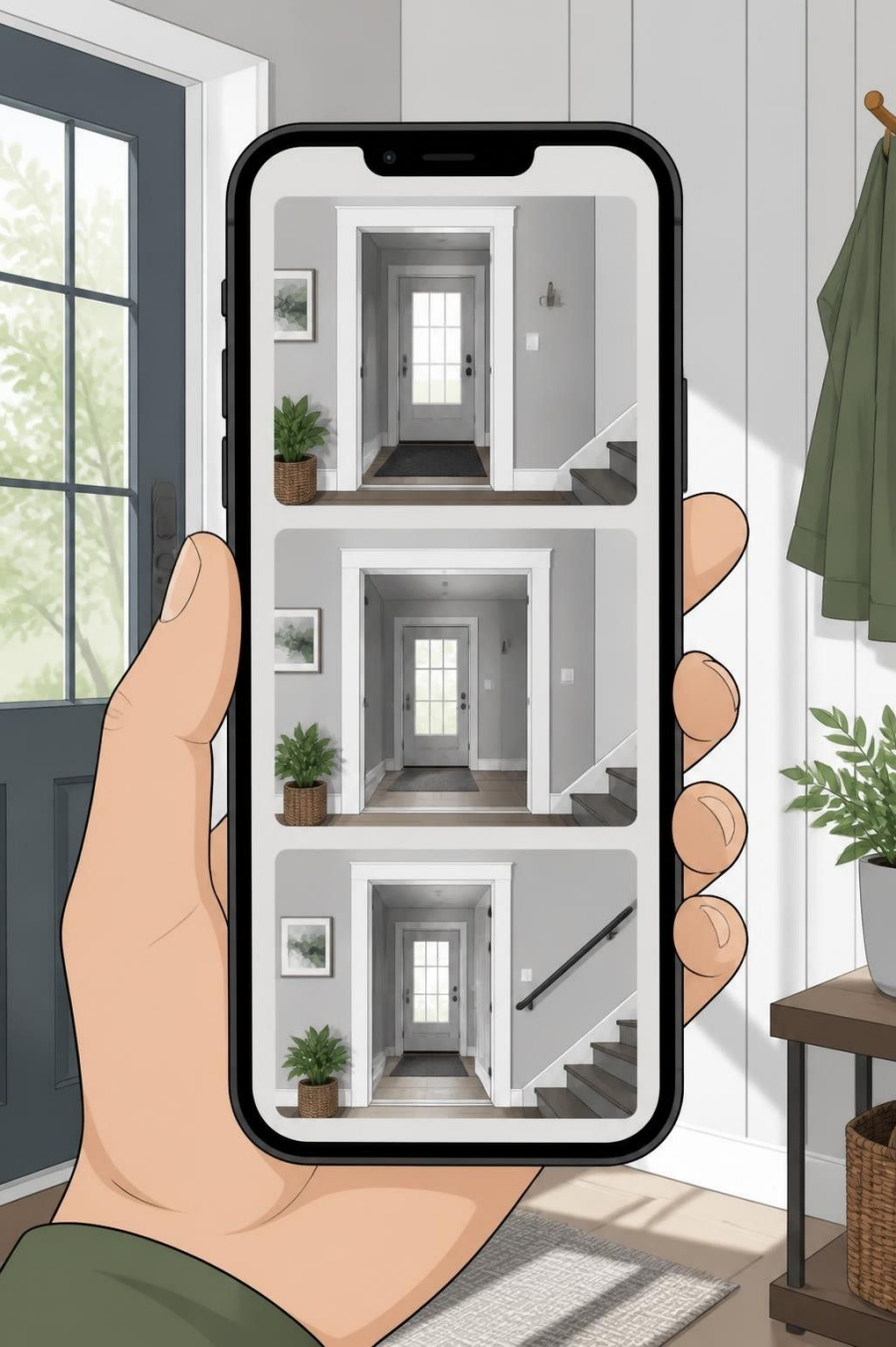
Shrink Your Photos in 3 Clicks with Squoosh

Smaller files for your website, emails, and directory listing.

Open. Adjust. Download.

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Phone photos are huge, often 3–5 MB each

3–5 MB

For just one photo.

A single job-site or home modification photo can weigh as much as a whole web page.

A folder of before/after shots adds up fast.

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Big files break everyday tasks

Websites load slowly

A helpful project photo keeps visitors waiting.

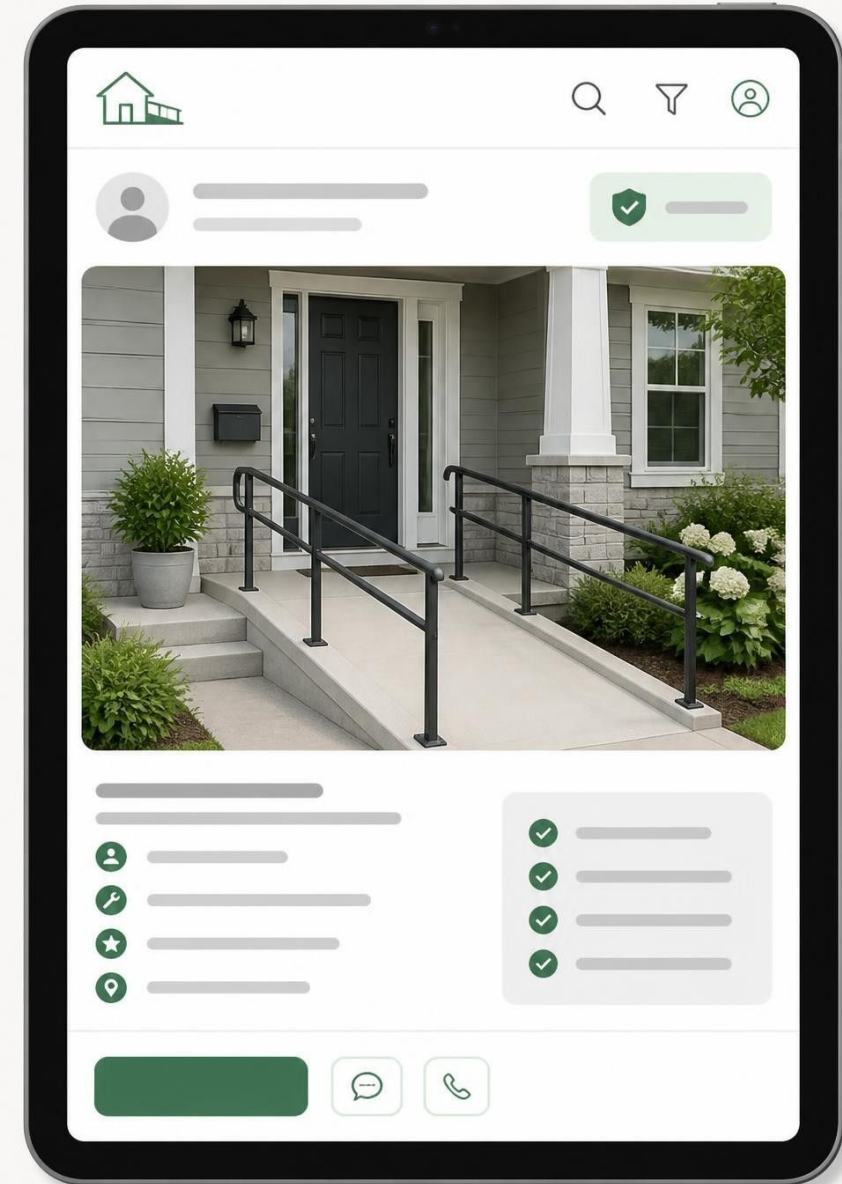
Emails bounce back

Before/after shots never reach the family.

Uploads get rejected

Directory listings and online forms have file-size limits.

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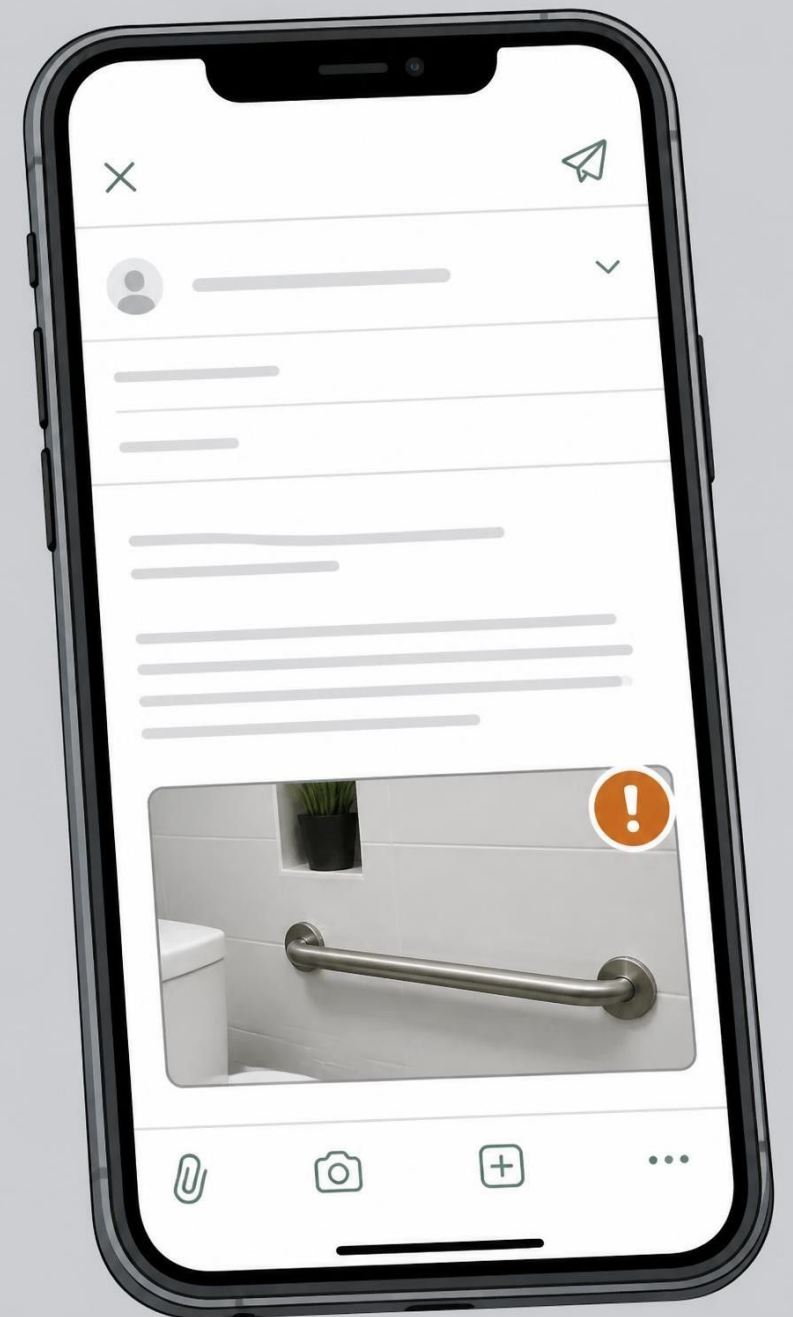
Who has seen “attachment too large”?

About 90% smaller.

Today’s goal: make a photo about 90% smaller with no visible difference.

We’ll compare it on screen, so you can judge for yourself. Results depend on the photo and settings.

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MEET YOUR NEW PHOTO TOOL

Squoosh is a website, not software

squoosh.app

Free

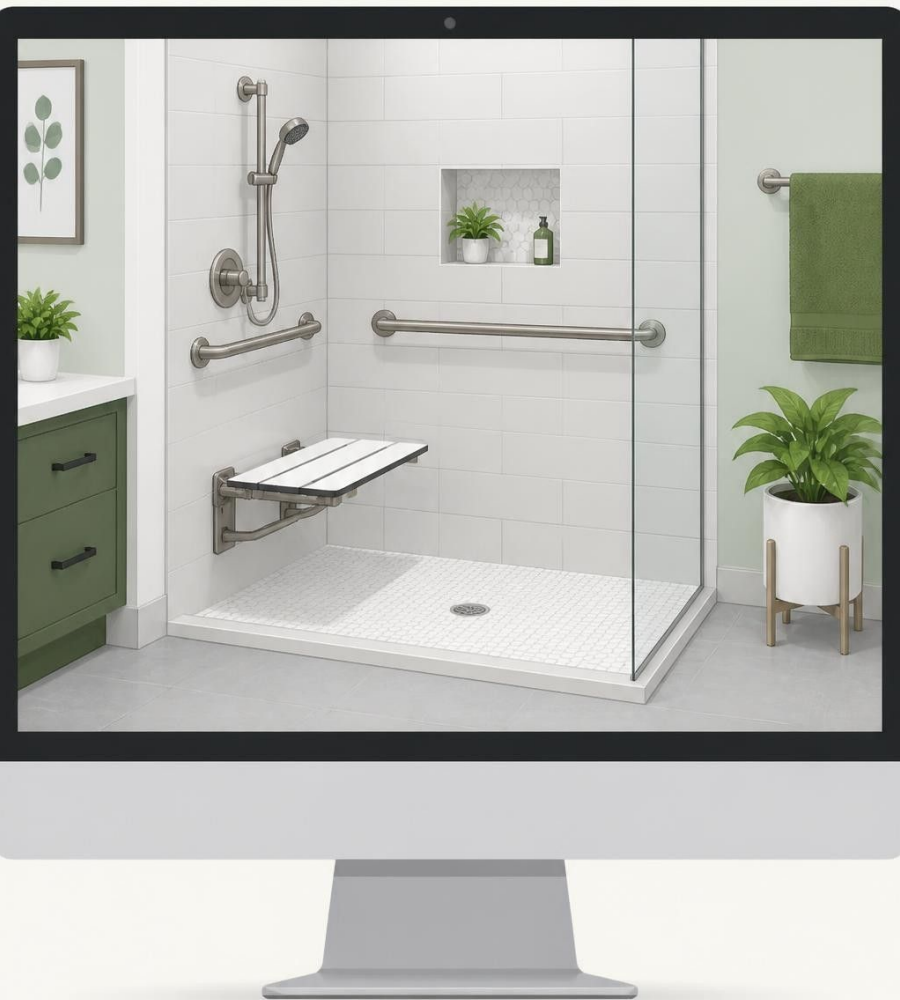
No paid plan needed.

No account

No signup or password.

No installation

Open it in your browser.



Your photos never leave your device

Squoosh does the work locally on your own computer.

Your client and home photos aren't uploaded for compression.

Think vacuum-sealing a bag of clothes

Same stuff, much less space. With a photo, we check that the details still look right.

Keep following your usual client-photo consent and storage rules.

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Open it and compare

1. Choose your photo

At squoosh.app, drag a photo onto the page or click to choose one.

2. Move the comparison slider

Drag the before/after divider across the photo.

Look at the details, not just the file size.

Check edges, fittings, and tile lines. Does the quality barely change?

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Pick MozJPEG, nudge quality

3. Choose MozJPEG

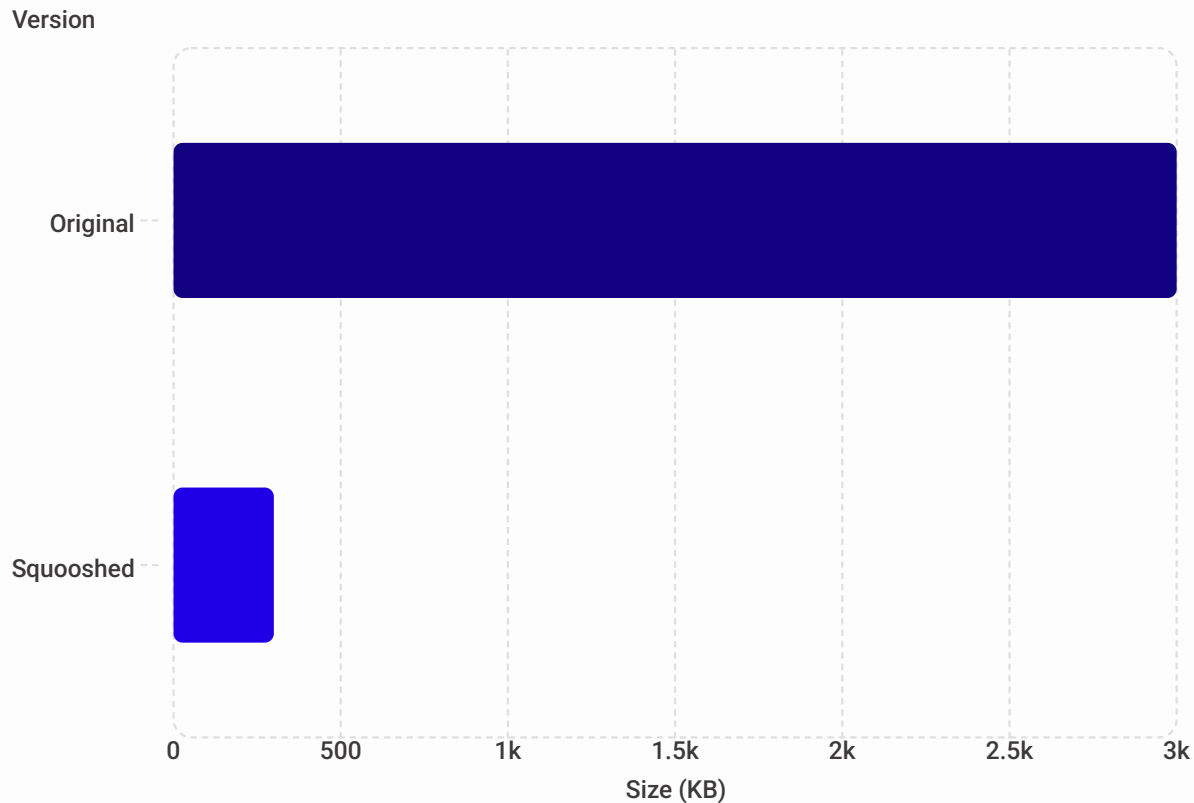
Find it in the right-hand settings panel. It's a safe default for photos.

4. Start quality around 75

Watch the file size drop. Compare the photo again before going lower.

3 MB → 300 KB

Example: about 90% smaller. Your result will vary.



LIVE DEMO · STEP 5

Download and rename

Click the download button

Save the smaller photo to a folder where you can find it.

Give the copy a new name

 ramp-install-small.jpg

Keep the original safe.

Use the smaller copy for your email, website, or directory listing.

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BONUS 1

Resize, where most savings come from

A 4000-pixel-wide photo is far bigger than any website needs for an ordinary listing image.

1200–1600 pixels

A useful starting width.

Turn on Resize and enter the width. Keep the proportions linked so the photo doesn't stretch.

Resize the copy, not your only original.

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BONUS 2

Pick the right format

WebP for websites

Often gives even smaller files. Use it when your website or directory accepts WebP.

JPEG for email

A familiar, widely accepted choice. Keep JPEG for email and anything you're unsure about.

Not sure? Choose JPEG.

In Squoosh, choose MozJPEG to make a JPEG file.

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Cheat sheet: which setting for what

Start here, then compare the result on screen.

Use	Width	Setting
Website photos	About 1600 px	Quality around 75
Email photos	About 1200 px	Quality around 75
Logos and screenshots with text	As needed	OxiPNG keeps text sharp
Not sure?	—	JPEG at quality 75 is nearly always fine

For photos, choose MozJPEG unless you need another format. Follow any upload requirements shown by the website or form.

Three mistakes to avoid

Going too low on quality

Photos turn blurry or blocky. Raise the quality until important details look clear.

Compressing the same photo over and over

Start each new version from your original, rather than shrinking an already shrunken copy.

Forgetting to resize

Check the width before chasing a lower quality setting. Extra pixels make extra work.

Keep the original. Check the copy.