

Shrink Your Photos in 3 Clicks with Squoosh

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

Open. Adjust. Download.

This workbook walks you through the webinar one step at a time, so you finish with a practiced, repeatable way to make your photos about 90% smaller with no visible difference.

Your name

Business name

Date

Based on the AIPD webinar "Shrink Your Photos in 3 Clicks with Squoosh."
aginginplacedirectory.com

How to use this workbook

Work through the pages in order, ideally with squoosh.app open in another browser tab and a few of your own photos handy. Each page matches a part of the webinar: the problem, the tool, the five steps, the two bonus tips, and the mistakes to avoid. Type right into the fields, tick the boxes, and save the file when you are done so you can come back to it. Nothing here needs to be perfect. The point is to practice on real photos from your own work.

Quick self-check before you start

Rate each statement from 1 (not at all) to 5 (very much).

I feel comfortable shrinking a photo before I email it.

☐	☐	☐	☐	☐
1	2	3	4	5

I know how big my photos are right now.

☐	☐	☐	☐	☐
1	2	3	4	5

I always keep my original photo safe.

☐	☐	☐	☐	☐
1	2	3	4	5

Need help applying this to your business? If you'd like a hand working through this workbook or setting up your own photo routine, Esther offers 1:1 consultations. There is no pressure, and many members never need one.

30-Minute Consult, \$25: [Book here](#)

60-Minute Consult, \$50: [Book here](#)

THE PROBLEM

Why file size matters

Phone photos are huge, often 3 to 5 MB each, for just one photo. A single job-site or home modification photo can weigh as much as a whole web page, and a folder of before/after shots adds up fast.

How often does this happen to you?

Rate each from 1 (never) to 5 (all the time).

Websites load slowly. A helpful project photo keeps visitors waiting.

☐	☐	☐	☐	☐
1	2	3	4	5

Emails bounce back. Before/after shots never reach the family.

☐	☐	☐	☐	☐
1	2	3	4	5

Uploads get rejected. Directory listings and online forms have file-size limits.

☐	☐	☐	☐	☐
1	2	3	4	5

I have seen the message "attachment too large."

☐	☐	☐	☐	☐
1	2	3	4	5

Where does big-file trouble cost me the most time or frustration?

A photo I have struggled to send or upload recently (what was it, and what happened?)

Today's goal: make a photo about 90% smaller with no visible difference. You will compare it on screen and judge for yourself. Results depend on the photo and the settings.

Squoosh is a website, not software

Squoosh lives at squoosh.app. It is free, needs no account, and there is nothing to install. You open it in your browser, and it does the work right on your own computer, so your client and home photos are not uploaded for compression. The webinar's picture: think of vacuum-sealing a bag of clothes. Same stuff, much less space.

Get ready: tick each one as you go

- ☐ I opened squoosh.app in my browser.
- ☐ I understand it is free: no paid plan needed.
- ☐ I understand there is no signup or password.
- ☐ I understand there is nothing to install.
- ☐ I know my photos are compressed locally and are not uploaded for compression.

Client photos: keep following your usual rules

Squoosh does not change your consent or storage responsibilities. Write down the rules you already follow so they stay front of mind.

My usual client-photo consent and storage rules

Where I keep my original photos

Open it and compare

Step 1. Choose your photo

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

☐ I opened squoosh.app and loaded one of my own photos.

Step 2. Move the comparison slider

Drag the before/after divider across the photo. Look at the details, not just the file size. Does the quality barely change?

☐ I dragged the divider across the whole photo.

What I checked on the slider

Detail to check	Looks the same? (Yes / No)	What I noticed
Edges		
Fittings		
Tile lines		
Another detail that matters in my photos:		

What I noticed when I moved the slider

Pick MozJPEG, nudge quality

Step 3. Choose MozJPEG

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

☐ I found MozJPEG in the settings panel and selected it.

Step 4. Start quality around 75

Watch the file size drop. Compare the photo again before going lower. The webinar example: 3 MB down to 300 KB, about 90% smaller. Your result will vary.

☐ I set quality to about 75 and watched the file size drop.

☐ I compared the photo again before trying a lower number.

My results log

Try five photos. Write down what happened. Sizes appear in the panel in Squoosh.

Photo (file name)	Original size	Quality used	New size	% smaller	Looks the same?

What worked best, and when did I need to raise the quality?

STEP 5

Download and rename

Click the download button and save the smaller photo to a folder where you can find it. Give the copy a new name. Keep the original safe, and use the smaller copy for your email, website, or directory listing.

The webinar's example: ramp-install-small.jpg

Checklist

- ☐ I clicked the download button.
- ☐ I saved the smaller photo to a folder where I can find it.
- ☐ I gave the copy a new name.
- ☐ My original photo is still safe and untouched.

My naming plan

Pick a simple pattern you can repeat every time, so your original and your small copy are never confused.

My naming pattern (for example: what-it-is + small)

Original file name	New name for the small copy

Folder where my originals live

Folder where my small copies will go

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. A useful starting width is 1200 to 1600 pixels. Turn on Resize and enter the width. Keep the proportions linked so the photo does not stretch. Resize the copy, not your only original.

Checklist

- ☐ I turned on Resize in Squoosh.
- ☐ I entered a width and kept the proportions linked.
- ☐ I checked the width before chasing a lower quality setting.
- ☐ I resized a copy, not my only original.

My starting widths

Decide a width for each place you use photos. Start in the 1200 to 1600 range, then adjust after you compare.

Where I use the photo	Width I will start with (px)	Notes after comparing
Website		
Email		
Directory listing		
Other:		

Upload requirements I need to follow (check the website or form you are using)

BONUS 2

Pick the right format

WebP for websites often gives even smaller files. Use it when your website or directory accepts WebP. JPEG is a familiar, widely accepted choice for email, and for anything you are unsure about. In Squoosh, choose MozJPEG to make a JPEG file.

Not sure? Choose JPEG.

My format plan

List the places you send or post photos, and decide the format for each. Check what each one accepts.

Where I use photos	Accepts WebP? (Yes / No / Not sure)	Format I will choose

Places I still need to check for WebP support

☐ I know that when I am unsure, I choose JPEG (MozJPEG in Squoosh).

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. Keep the original. Check the copy.

My own cheat sheet

After you have practiced, write the settings that work for you.

Use	Width (px)	Quality	Format	Size limit I must meet
Website photos				
Email photos				
Directory listing				
Logos / screenshots				
Other:				

Three mistakes to avoid

Be honest. Everyone does these at first. Rate how often each one happens to you (1 = never, 5 = often), then write your fix.

1. Going too low on quality

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

How often I do this



1



2



3



4



5

My fix

2. Compressing the same photo over and over

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

How often I do this



1



2



3



4



5

My fix

3. Forgetting to resize

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

How often I do this



1



2



3



4



5

My fix

Your 3-photo practice test

Shrink three real photos from your own work, from open to download. Use your plan from the earlier pages, and keep every original safe.

Photo 1

File name and original size

Width and quality I used

New size and new file name

What I checked on the slider, and would I use this copy?

Photo 2

File name and original size

Width and quality I used

New size and new file name

What I checked on the slider, and would I use this copy?

Photo 3

File name and original size

Width and quality I used

New size and new file name

What I checked on the slider, and would I use this copy?

Did you land near 90% smaller with no visible difference? If not, try resizing first, then adjust quality.

My biggest takeaway from the practice test

Your next steps

Choose two or three specific actions you will take in the next two weeks. Small and specific beats big and vague.

Action 1

By when

Action 2

By when

Action 3 (optional)

By when

Making it stick

A photo task I will do with Squoosh first (website, email, or directory listing)

What might get in the way, and how I will handle it

- ☐ I will keep my originals safe and only share the smaller copies.
- ☐ I will compare on screen every time before I send or upload.

Work through it with Esther

Need help applying this to your business? If you'd like personalized guidance working through this workbook or applying the webinar content to your own practice, Esther offers 1:1 consultations.

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Bring your results log, your cheat sheet, and any photos or upload requirements that have been giving you trouble.

Thank you for being an AIPD Pro member.