MODULE 6: A WEBSITE THAT BOOKS

Your images and speed audit

Lesson: Photos, video and page speed · about 15 minutes

Use these exercises to choose better images and make your pages load quickly.

Your business (name, service, main city):

1. Run PageSpeed Insights on mobile for your home page and top service page. Record LCP, INP and CLS for each.

2. For your top service page, list the images you will use under the five kinds: wide, reaction, detail, you at work and behind the scenes.

3. List every photo on your site that you do not yet have written permission to use, and who took it.

4. Plan one video: format, length, what appears in the first five seconds and how it will be captioned.

5. **Write alt text for three of your key images.**

Check: can you now

- Select a mix of photos and video that shows the outcome a client is buying
- Explain the three Core Web Vitals and test a page with PageSpeed Insights
- Prepare images with a resize, compress and alt-text workflow

One change you will make this week