Twitter Thread by Lee Robinson



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How to get the best image performance (Updated 2021)

1■■ Use `width` and `height` to prevent layout shift
2■■ Lazy-load images as they enter the viewport
3■■ Use modern image formats (WebP, AVIF)
4■■ Serve correctly sized images using `srcset`
5■■ Provide blur-up placeholders

1■■ Use `width` and `height` to prevent layout shift

These image attributes tell the browser how much space to allocate for an image, preventing the page from jumping when it loads. This avoids Cumulative Layout Shift (CLS).

https://t.co/KUyqGsxOoN

2■■ Lazy-load images as they enter the viewport

The browser shouldn't load images a user can't see. To prevent page speed from being penalized, we should load images as they're scrolled into the viewport.

https://t.co/rpjyg0YXsU

3■■ Use modern image formats (WebP, AVIF)

These new formats reduce image file size while retaining quality. WebP is supported by all modern browsers. AVIF should be soon, too.

https://t.co/TiNwEwGQNc

4■■ Serve correctly sized images using `srcset`

The browser should choose the best image for the device. By providing multiple options, we avoid shipping large images to

smaller viewports.

https://t.co/7FaQ8s72sp

5■■ Provide blur-up placeholders

Improve the user experience of loading large images by showing a blurred placeholder while loading. This prevents an extra network request to fetch a thumbnail image, too.

This also improves Largest Contentful Paint.

https://t.co/g3NDzUH1ue



The first four optimizations above are handled automatically with `next/image`. Blur-up placeholders coming soon.

https://t.co/BCfEj1mKeI

Some other frameworks/providers with optimized images:

• @eleven_ty: https://t.co/0X5OPDU1Fk
• @gatsbyjs: https://t.co/YRfCxRDvZ5
• @sanity_io: https://t.co/un7ZpdbZai
• @datocms : https://t.co/tx2qy4Kbub

Let me know others I'm missing!

If you found this helpful, you might also enjoy optimizing your web fonts.

https://t.co/TNAXslHQjd

> How to get the fastest web fonts (Updated 2021)
>
> 1\ufe0f\u20e3 Use a variable font
> 2\ufe0f\u20e3 Preload your font file
> 3\ufe0f\u20e3 Self-host instead of Google Fonts
> 4\ufe0f\u20e3 Use `font-display: optional` to prevent layout shift

— Lee Robinson (@leeerob) January 3, 2021