
Content	Best format	Quality / notes
Photos	WebP or AVIF (JPG fallback)	Quality 75–85
Logos and icons	SVG or PNG	Vector where possible
Screenshots	PNG or lossless WebP	Lossless keeps text sharp
Transparent product cut-outs	WebP or PNG	Keep transparency
Simple animations	Video (MP4/WebM) or animated WebP	Smaller than GIF