

Image optimisation checklist

- ☐ Images sized to display width (2× for high-density screens)
- ☐ Modern format (WebP/AVIF) with fallback if needed
- ☐ Quality tuned per image type
- ☐ Lazy loading below the fold
- ☐ Width and height attributes set
- ☐ Descriptive alt text
- ☐ CDN or caching configured