

## 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/KUyqGsxoN>

**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/rpjyq0YXsU>

**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/TNAXsIHQjd>

## How to get the fastest web fonts (Updated 2021)

- 1\ufe0f\ufe0f Use a variable font
- 2\ufe0f\ufe0f Preload your font file
- 3\ufe0f\ufe0f Self-host instead of Google Fonts
- 4\ufe0f\ufe0f Use `font-display: optional` to prevent layout shift

