TOTAL IMAGE OPTIMIZATION PRO

All-in-one image optimizer for your store: optimize all existing & newly uploaded images, clean unused images & set up Lazy load. Good for SEO, preserving image quality & speed up your website!

A product of PrestaHero

Contents

I.   WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions that are beyond the scope of this documentation, please feel free to contact us.

Note:

All instruction screenshots are taken from PrestaShop 8, but installing and configuring this module on PrestaShop 1.7 and 1.6 are similar.

II.   INTRODUCTION

Images on a webpage are known for taking over a bunch of bytes and slow down the page loading time considerably. This results in higher bounce rates, lower conversion rates, reduced rankings on Google search result pages, and a bad customer experience.

Let us help you! **Total Image Optimization Pro** is a powerful image optimization tool that *optimizes all existing and newly uploaded images* of your online store, *compressing* them to their smaller size without losing the quality, *cleaning up unused images,* and *supporting the Lazy load* feature for images.

** "**Total Image Optimization Pro**" is compatible with PrestaShop 1.6.x, PrestaShop 1.7.x and PrestaShop 8.x*

1. Navigate to **"Modules / Modules & Services",** click on **"Upload a module / Select file"**

2. Select the module file **"ets_imagecompressor.zip"** from your computer then click on **"Open"** to install

3. Click on "**Configure**" button of the module you just installed to open the module's configuration page

Quick access: You can also navigate to **Total Image Optimization Pro**'s configuration page through the quick access menu.
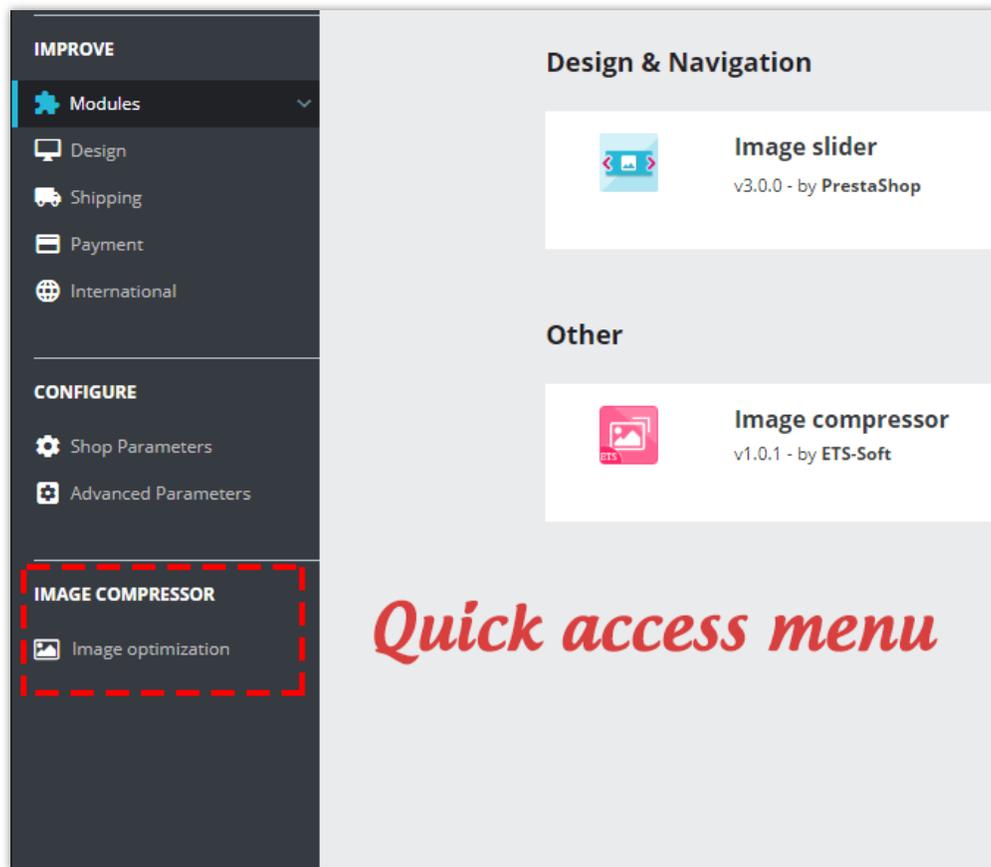
IV.   OPTIMIZE IMAGES

Total Image Optimization Pro can help you manually optimize all common existing images available on your website. Following 4 simple steps below:

Step 1: Select types of images to optimize from the list. You can optimize product images, category images, supplier images, manufacturer images and other images (logo, banner, etc.).

Step 2: Select an image optimization method. **Total Image Optimization Pro** supports 4 optimization methods: **Google Webp image optimizer**, **reSmush, TinyPNG** and **PHP optimization script**.

- **WebP** is a method of lossy and lossless compression that can be used on a large variety of photographic, translucent and graphical images found on the web. The degree of lossy compression is adjustable so a user can choose the trade-off between file size and image quality. WebP typically achieves an average of 30% more compression than JPEG and JPEG 2000, without loss of image quality.

- **reSmush.it** is a free web service API that provides image optimization. It allows reducing to 70%-80% of the size of uploaded pictures. If you select this optimization method, your images will be sent to *reSmush.it* to optimized, after completing the optimization process, *reSmush* will send optimized images back to your site.

- **TinyPNG** uses smart lossy compression techniques to reduce the file size of your PNG image files by selectively decreasing the number of colors in the image, fewer bytes are required to store the data. The effect is nearly invisible but it makes a very large difference in file size!

- **PHP optimization script**: optimize your images with our PHP script. If the service from *reSmush.it* or *TinyPNG* has some troubles (slow connection speed, reSmush/TinyPNG server crashed, etc.), **Total Image Optimization Pro** will automatically change to the PHP optimization script method.

Step 3: Select image quality.

Step 4: Click on the "**Optimize existing images**" button.

Every time you change the image quality or optimization method, you will see the number of unoptimized images next to the list. Please remember that these numbers are the number of unoptimized images with new image quality or new optimization methods.

How to get TinyPNG API key

If you select TinyPNG image optimization method, you will need to enter a TinyPNG API key before optimizing. Follow this instruction to get your own TinyPNG API key:

Step 1: Navigate to https://tinypng.com/developers

Step 2: Enter your full name and email address then click "Get your API key" button
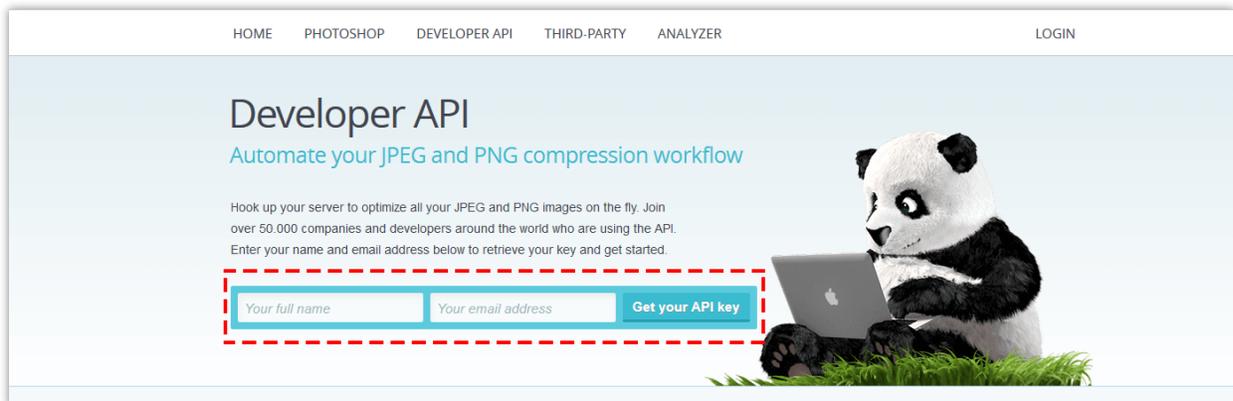
Step 3: Open your email inbox and find the email sent from TinyPNG. Click on "Visit your dashboard" button.
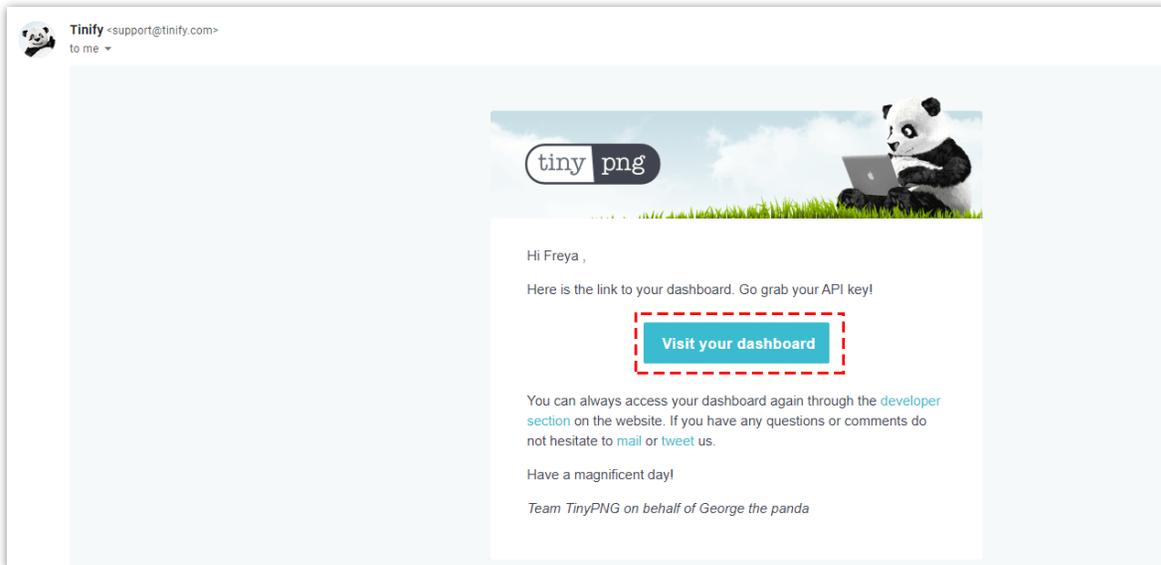
Step 4: Now you will see your TinyPNG API key. This free key is **limited to 500 uploads per month**. If you want to optimize more than 500 images per month, please upgrade to paid account.
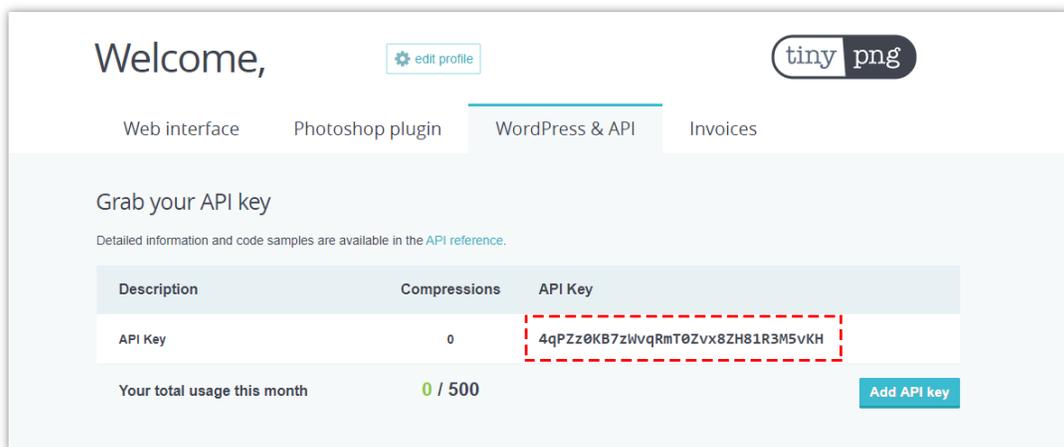
V.   RESTORE IMAGE QUALITY

If you want to restore your original images, please follow this guide:

- Step 1: Navigate to "**Optimize images**" tab > set "**Image quality**" to 100%

- Step 2: Select types of restorable image and optimization method.
- Step 3: Click on "**Restore original images**" button.

VI.   UPLOAD IMAGES TO OPTIMIZE

Besides automatic image optimization, **Total Image Optimization Pro** also provides you manual image optimization feature. You can optimize any images by uploading them via upload form on "**Upload to optimize**" tab.

To adjust image optimization method and image quality, please click on the optimization method name. You can download the optimized images to your computer.
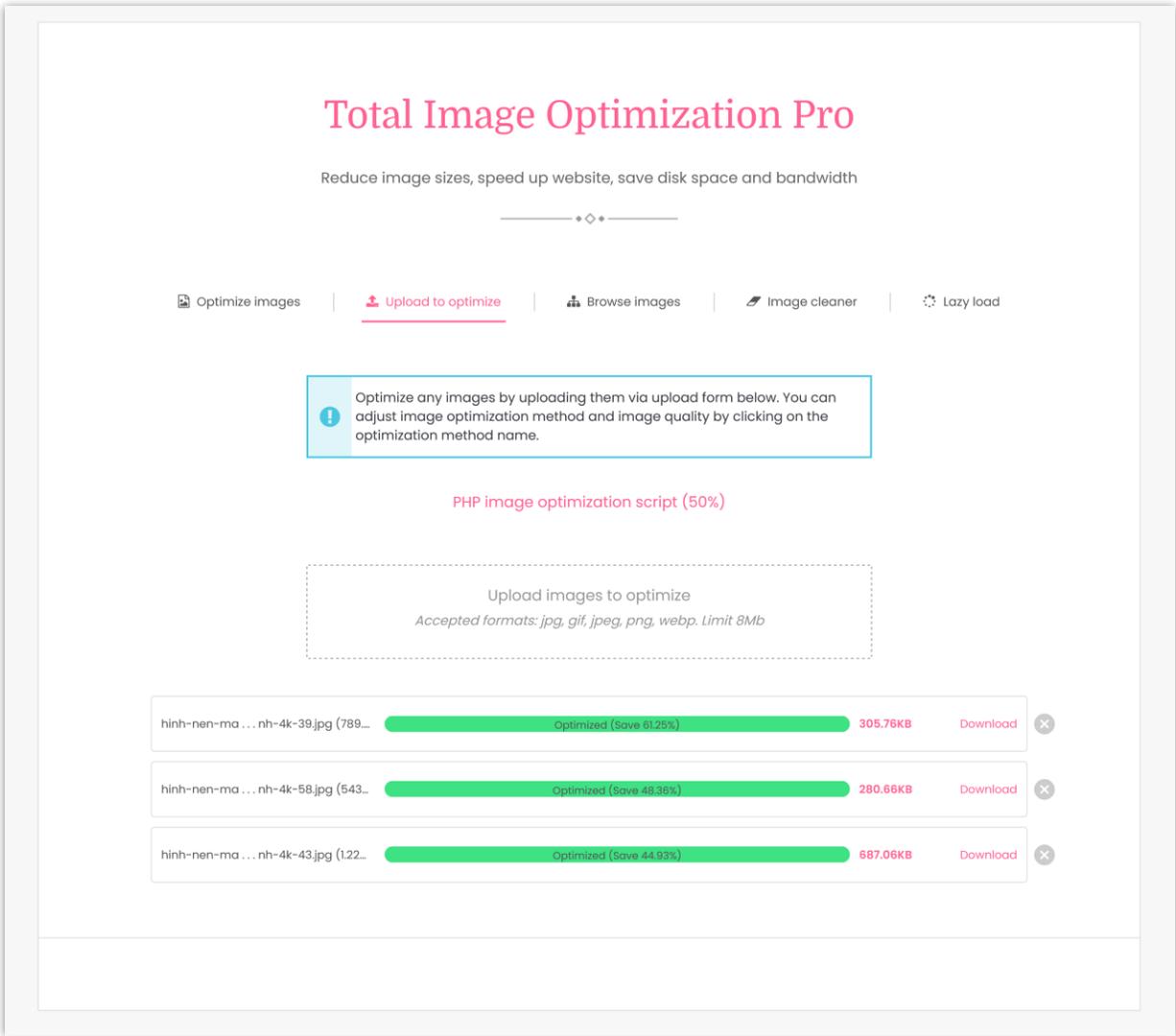
VII. BROWSE IMAGES TO OPTIMIZE

With **Total Image Optimization Pro**, you can browse images on your server and optimize any images you want, from theme's images to PrestaShop default modules' images.

Similar to upload images to optimize, you can adjust image optimization method and image quality by clicking on the optimization method name.
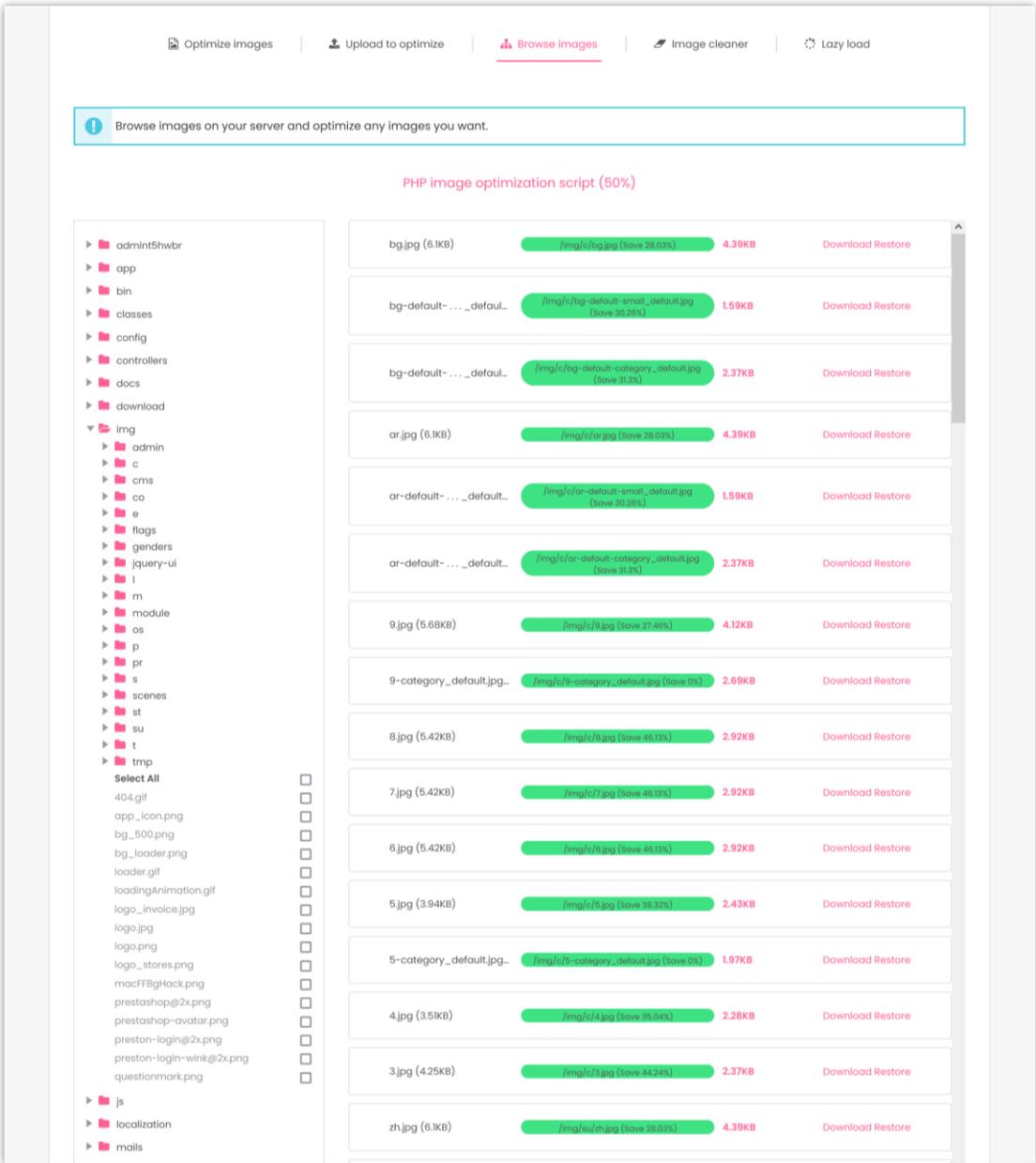
VIII. IMAGE CLEANER

There are unused images taking space on your server, those images can be cleared to save your hosting space. For safety, you are recommended to make a backup of "**img/**" folder before clearing unused images.

Click on "**Clear all unused images**" button to delete all unnecessary images on your server.
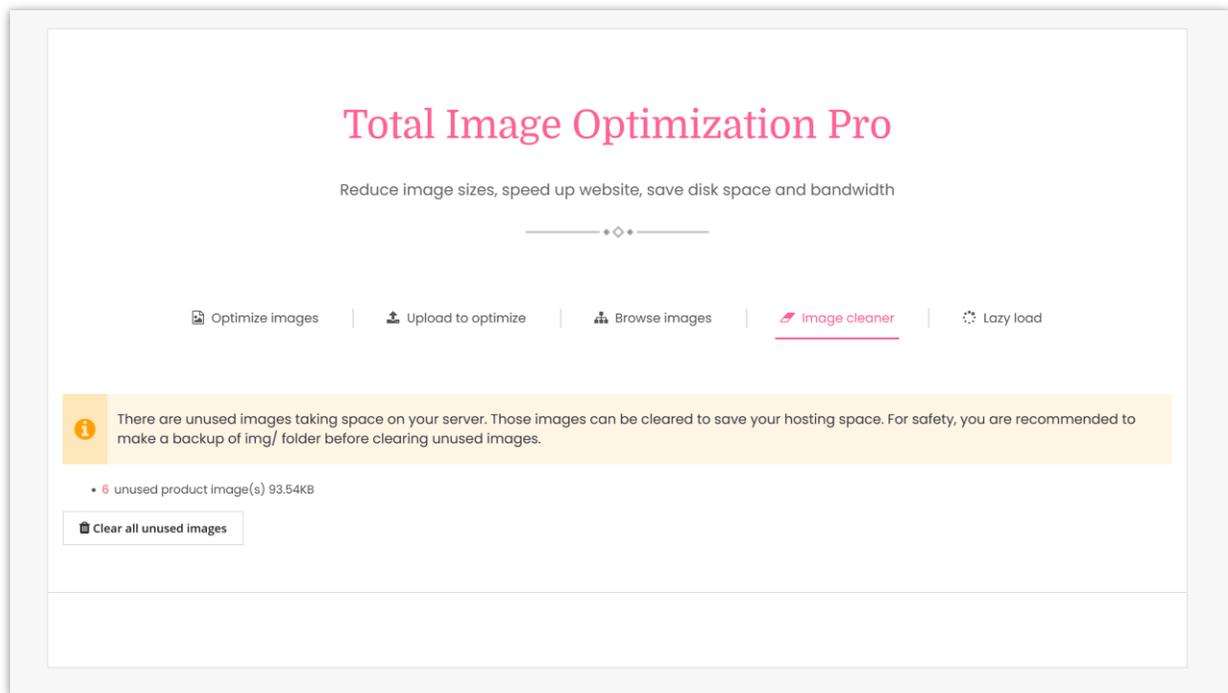
IX. LAZY LOAD

Lazy loading is an optimization technique for the online contents. Instead of loading the entire web page and rendering it to the user in one go as in bulk loading, the concept of lazy loading assists in loading only the required section and delays the remaining, until it is needed by the user.

Total Image Optimization Pro offers you Lazy load feature to defer loading of product images at page load time. Instead, these images are loaded at the moment of need.

X.   THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the installation and usage of **Total Image Optimization Pro** module.

If you have any questions for which the answer is unavailable in this document, please feel free to contact us.