How to Make the Most Out of Your WordPress Media Library

Things to Know

What is the Media Library?

- **The Media Library is where all the files that are on your website are stored. The three common file types that are used are JPG, JPEG, PDF, and DOCX.**
- **It SHOULD NOT be used a permanent archive of branch documents and images. These things can be permanently stored using Google Drive (drive.google.com).**

Benefits of Unique File Names, Compressing Files and Metadata

- **Compressing Files**
  - **Compressing files makes the size of the file smaller this helps the document/file load faster when pulled up on a web browser**
  - **If you max out the storage space in your media library, you will have to delete files to make space**
  - **There is also a 3MB maximum file size when uploading files into your Media Library**
- **Unique File Names**
  - **Makes it easier to recognize what the file is**
- **Metadata**
  - **Metadata is data that describes other data**
  - **For example, author, date created, date modified, file size, and descriptions are metadata**
  - **Metadata makes your content more relevant when an individual is doing a Google search. Meaning that if your files have metadata when uploaded, they will appear first when someone is searching for it via search engine.**
  - **This is called Search Engine Optimization (SEO)**

How To

Compress JPEGs

1. Go to http://compressjpeg.com/
2. Click UPLOAD FILES and select JPG/JPEG image that need to be compressed
3. When the file is done compressing click DOWNLOAD

Compress PDFs

1. Go to http://www.ilovepdf.com/
2. Click COMPRESS PDF
3. Select the PDF file that needs to be compressed
4. Click RECOMMENDED COMPRESSION then click COMPRESS PDF
5. Click DOWNLOAD COMPRESSED PDF or the file will automatically download
6. Go to where the file was downloaded and rename the file without the "-ilovepdf-compressed" text

Add Metadata

1. Go to your Media Library and click on a file or upload a new file
   - Before uploading a file make sure the filename is unique
2. For word documents or PDFs the important metadata you need to include is the TITLE and the DESCRIPTION.
3. For images, you should include a TITLE, ALT TEXT (Alternative Text in case the image cannot be found), and a DESCRIPTION
4. When finished click the "X" in the top right corner next to the ">" symbol