

Converter for Media - Optimize images | Convert WebP & AVIF

<https://wpdemo.net/demos/plugins/webp-converter-for-media>

Speed up your website using easy image optimizer by serving WebP and AVIF images. By replacing files in standard JPEG, PNG and GIF formats with WebP and AVIF formats, you can save over a half of the page weight without losing quality.

After installing the plugin, you can optimize your entire Media Library with a single click — no further action required. When image optimization finishes, every visitor will automatically receive new images with significantly reduced file sizes.

As of today, over 95% of users use browsers that support the WebP format. The loading time of your website depends to a large extent on its weight and the level of image optimization. **Using our WebP Converter, now you can and speed up it in a few seconds without much effort!**

This will be a profit both for your users who will not have to download so much data, but also for a server that will be less loaded. Remember that a better optimized website also affects your Google ranking. Image optimization is very important.

AVIF support

Now in [the PRO version](#) you can use AVIF as the output format for your images. The AVIF format is a new extension — is the successor to WebP. **Images converted to the AVIF format weigh about 50% less than images converted only to the WebP format**, while maintaining better image quality.

Enjoy peace of mind knowing that AVIF is supported by over 90% of browsers. And if any visitor has an older browser, our plugin will automatically fall back to WebP — so every user gets fast, high-quality images without a hitch.

Unlock the magic of AVIF in our PRO version — [upgrade today](#) for unparalleled image performance.

How does this work?

When a browser tries to load an image file, the plugin checks if it supports the AVIF format (if enabled in the plugin settings). If so, the browser will receive the equivalent of the original image in the AVIF format. If it does not support AVIF, but supports the WebP format, the browser will receive the equivalent of the original image in WebP format. In case the browser does not support either WebP or AVIF, the original image is loaded. **This means full support for all browsers.**

A guide on how to test whether the plugin is working properly can be found [here](#).

Additional information

- If you have just installed the plugin, you can optimize images with **one click**. Image size will be smaller after generate AVIF and WebP!
- New images that will be added to the Media Library will be converted **automatically**.
- Our image optimizer does not modify your original images in any way. **This means security for you and your files.** Files converted to AVIF and WebP format are saved in a separate directory: /wp-content/uploads-webpc/.
- **You lose nothing** – if you had to remove the plugin, it will remove everything after itself. It does not leave any trace, so you can check it with ease.

Convert WebP and AVIF - it is the future of image optimization!

Optimize images and raise your website to a new level now! Install the plugin and enjoy the website that loads faster by image optimization. Surely you and your users will appreciate it.

Converting images to WebP and AVIF simultaneously guarantees the lowest weight of your images and compatibility with all browsers. By using [the AVIF format](#) you will reduce the weight of your images even more compared to WebP.

Support for additional directories

You can convert WebP and AVIF, and optimize images not only from /uploads directory but also from /plugins and /themes directories. This allows full integration with WebP and AVIF formats!

Development of the plugin

If you love our plugin, [leave a ★★★★★ review on WordPress.org](#) — it really makes our day and helps others discover it!