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Making images with AI for your website: what to check before you publish

AI for Your Website

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MozOut International
RLX Holdings (Pty) Ltd. · Group RLX Holdings
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Making images with AI for your website: what to check before you publish

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AI images for a website work for **illustrations, backgrounds, icons and supporting pictures**, and work badly for anything that has to be true: your product, your team, your premises, your customers. Before publishing, check three things: whether the image is **truthful for what it shows**, whether it is **technically right** (hands, text, logos), and whether the **tool's licence** allows commercial use.

Where to use it and where not

Use	Advisable?	Note
Illustration for an article or blog	Yes	Pick one style and keep it across the site.
Background, texture or header image	Yes	Check that it has no strange text or distorted faces.
Photo of a product you sell	No	The customer buys what they see. An image that is not the product is a false promise.
Photos of the team, customers or "testimonials"	No	People who do not exist giving opinions mislead readers and can be treated as misleading advertising.
The company logo	With great care	Tools draw letters badly and the result can resemble another brand. See **who owns what AI creates**.

Before publishing, in this order

1. **Zoom in and look for flaws.** Hands with extra fingers, unreadable text, objects melted into each other, shadows that do not match. If the image contains text, type it yourself in an editor; do not let the AI draw it.

2 **Read the tool's terms** on commercial use and on what you may put in the request. Conditions differ between free and paid plans and between tools; keep a screenshot of the version you accepted.

3 **Do not ask for "in the style of" a living artist or a known brand.** That is how you end up with images that can be challenged.

4 **Prepare it for the web.** Export at the size it will appear, no bigger, and compress. A huge image makes the page slow. See **product images for a fast shop**, which applies to any page.

5 **Write the alt text** by hand, saying what the image shows. See **using AI for titles, meta descriptions and alt text**.

There is also an accessibility reason: if the image contains information (a chart, a diagram, opening hours), **do not rely on it alone**. Repeat the information as text on the page, for people using a screen reader, for people with images switched off, and for Google.

! **If the image could make someone believe it is a real photograph**
of something that did not happen (an event, a customer, a result), do not publish it as such. When in doubt, say in the caption that it was made with AI.

Keep in a folder the
request you used
, the tool and the date. If someone challenges the image, or you want another in the same style, you have the trail.

NEED A HAND?

Site slow after adding new images? Open a ticket and we will help you see what is heavy.

Open a support ticket →

SEE ALSO

- **Who owns text and images made by AI: copyright in plain terms** →
- **Product images for a fast shop** →
- **Building a WordPress site with AI help: what works and what does not** →

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TAX NO. (SARS)	943 907 6234
REGISTRATION NO. (CIPC)	2025/667953/07
REGISTERED OFFICE	1111 Olive Street Saint Louis 63101, Missouri, United States
CONTACT	info@mozout.com · +27 78 823 3325 · www.mozout.com
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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