

6

Reasons to Optimize PDF Documents



Not all PDF documents are created equal. PDF tools also vary in their abilities to work with documents. The core promise of PDF is that it preserves the author's intent and documents look the same across platforms. Many of us have workflows in place to either accept or create a large volume of PDF files. Are they going to be compatible with your internal workflows? Are they going to render correctly and accurately on end user viewers?

Below are the 6 critical areas where we commonly see problems, and how you can ensure your documents are created properly.

1 Color Variations

RGB is commonly used for viewing, while CMYK is often used for printing.

To ensure your documents look as intended, use a color space appropriate for your audience.



2 File Size

Consider the time it takes for your users or prospects to download large PDF files.

If it takes more than 4 seconds to load a PDF, many people aren't going to read it.



3 Unsupported Image Types

16-bit/color images are often not well supported across PDF tools.

Your images should appear the same across viewers. If they don't, like the image to the right, the 16-bit image support of the tool you are using could be the culprit.



4 Transparency Processing Inconsistencies

Transparency is a great way to reduce file size and express information in visually unique ways.

However, transparency is often not well supported across different tools and can slow down document processing.



5 Indexed Color Space

Images in indexed color spaces have palettes that carry color information specific to the image, thereby saving on file size.

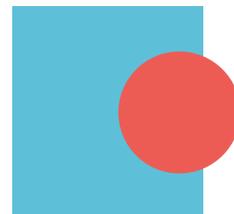
The two images may look identical, however, by optimizing the color space, the one on the bottom is 33% smaller.



6 Overprint Issues

Overprint is a way to define how overlapping colors are going to interact when a document is printed.

By using the right tool, you can ensure your documents will be viewed consistently across different mediums - whether viewed or printed.



Integrating the right PDF tool(s) into your document management system will help streamline your workflow. **PDF CHECKER** and **PDF OPTIMIZER** provide a simple way to check and fix your PDFs before they enter your system.

[Learn more about our PDF tools at www.datalogics.com](http://www.datalogics.com)