Inkwell Media

INKWELL MEDIA

Product Guide

Free, private tools for photos, video and audio. See what a photo gives away and remove it, resize for Instagram, LinkedIn, YouTube, Etsy and Shopify, compress video for email or Discord, convert iPhone files, trim, make GIFs and more, right in your browser. Every tool, with examples.

inkwelltools.com/inkwellmedia

Free · no account · nothing is uploaded · works offline

Check-up · Remove location · Resize for any site · Compress · Convert · HEIC to JPG · Crop · Rotate · Watermark · Remove background · Video for email & Discord · Trim · GIF · Extract audio

About Inkwell Media

The everyday photo and video jobs, done in your browser: getting files to open, fit, send and share, without handing them to a stranger's server.

When you add a file, your own computer does the work. There is no server receiving your photos, no account and no daily limit, so family photos, client footage and product shots never leave your device. Once you've visited, the tools keep working with no connection at all, which is also the simplest proof that nothing is uploaded.

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tools	site sizes	take many files at once	uploads	works offline	always free

The tools at a glance

Tool	What it's for
Free check-up NEW	Drop photos or videos to see hidden location data, formats that won't open and files too big to send. Fix them in one click.
Remove location & camera data NEW	Strip GPS, camera model and dates from photos and phone videos before you share them.
Resize image SITE SIZES	Exact sizes for 13 places people post, your own width and height, or a percentage.
Compress image	Make JPG, PNG, WebP and HEIC photos smaller for email and the web.
Convert image	Switch between JPG, PNG and WebP.
HEIC to JPG	Turn iPhone photos into JPGs that open everywhere, in a batch.
Crop image SHAPES	Drag to keep what you want, free or locked to square, 4:5, 16:9, 9:16 or 4:3.
Rotate & flip	Turn or mirror one photo or a whole batch the same way.
Add watermark	Text or your logo, on one photo or a whole batch.
Remove background	Cut out a person or product with AI that runs on your device.
Compress video EMAIL & DISCORD	Pick a quality, or a size target that fits email or Discord.
Convert to MP4	MOV, WebM, MKV and AVI into an MP4 that plays everywhere.
Trim video EXACT CUTS	Preview, set start and end, and cut on the exact frame.
Video to GIF SHARPER	Pick a few seconds and make a clean, looping GIF.
Extract audio	Save the sound from a video as an MP3.

Reads: JPG, PNG, WebP, HEIC/HEIF, GIF; MP4, MOV, WebM, MKV, AVI and most audio. **Writes:** JPG, PNG, WebP, GIF, MP4, MP3 and ZIP for batches.

Start here: the free check-up

Not sure what a file needs? Drop it on the Inkwell Media home page. You get a plain-English list of what it gives away and what might stop it opening or sending.

How to use it

NEW

1. Go to **inkwelltools.com/inkwellmedia** and drop one or more photos or videos into the check-up box.
2. Read the list for each file. Every item says what was found and what the fix does.
3. Untick anything you'd rather keep, then click **Fix the ticked items**. Fixed copies download to your device (one file, or a ZIP for several). Your originals aren't changed.

> **Example:** three files from an iPhone. The photo *contains your GPS location (near 42.93, −72.28)* and shows the camera and date. The HEIC photo *won't open on Windows*. The video is a MOV in HEVC that *older computers can't play* and also carries the location. One click gives back a clean JPG, a JPG and an MP4, all without location data.

What the check-up looks for

Finding	The fix
GPS location in a photo or video	Remove location and camera data
Camera model and date taken	Remove location and camera data
HEIC photo (iPhone format)	Save as JPG
Photo PNG that's much bigger than it needs to be	Save as JPG
Photo bigger than most sites need, or over 25 MB	Make it smaller (longest side 2560 px)
MOV video, HEVC video, or a video this browser can't play	Convert to MP4 (H.264)
Video over Discord's 20 MB or email's 25 MB limit	Make it smaller (to about 18 MB)

> The check-up only reads the file on your device. Showing you the coordinates is the point: it's exactly what anyone you send the original to could see.

Keep going

NEW

Every result has **Keep going with this file** buttons, such as compress, then remove the location, then add a watermark, without downloading and re-adding it in between. The file is passed along inside your browser and is cleared when the next tool opens it.

Remove location & camera data

Phones save where a photo was taken, the phone model and the date inside the file. Send the original and all of that goes with it.

How to use it

NEW

1. Open **Remove location** (inkwelltools.com/remove-photo-location) and add photos or videos. One at a time, or a batch.
2. For a single file you see what was found first, for example *GPS location, camera (Apple iPhone 15 Pro), date taken*.
3. Click the button and download clean copies. Each result notes what was removed.

> **Example:** 24 product photos taken at home for an Etsy shop. Remove location on all of them at once, then resize them for Etsy: *Found and removed location or camera details in 24 of 24 files.*

Photos

Your browser redraws the photo and saves a fresh copy at high quality (95% JPG, lossless PNG). It's turned the right way up first, so it doesn't need the hidden rotation tag. We then re-check the new copy and stop if any location data is still there. HEIC photos come back as JPG.

Videos

Phone videos are copied without re-encoding, with the location and other tags left out. Quality is identical and even large clips finish in seconds. MP4 stays MP4 and MOV stays MOV.

When it matters

- **Selling online:** listing photos taken at home can reveal your home address.
- **Marketplaces, forums, dating:** anywhere you share with people you don't know.
- **Work and school:** keep personal details out of files you hand in or publish.
- **Before posting anywhere:** some sites strip location data, many don't, and you can't always tell which.

> Location data is only part of privacy. A photo can still show a street sign, a house number or a reflection, so look at the picture itself too.

Get it ready for...

Each site wants photos a certain size and shape. Pick where it's going and Resize makes it fit, for one photo or a whole batch.

Where it's going	Size we make
Instagram post, portrait 4:5	1080 × 1350 px. Takes the most room in the feed.
Instagram post, square / landscape	1080 × 1080 px / 1080 × 566 px
Instagram story or reel cover	1080 × 1920 px (9:16). Keep text away from the top and bottom edges.
LinkedIn post or link image	1200 × 627 px, or 1200 × 1200 px square
LinkedIn profile banner	1584 × 396 px. Your profile photo covers part of the left side.
LinkedIn profile photo	400 × 400 px
YouTube thumbnail	1280 × 720 px, kept under 2 MB (YouTube's limit from a phone)
Etsy listing photo	2000 × 2000 px square, or 2667 × 2000 px landscape (4:3)
Shopify product image	2048 × 2048 px square
Email or web	Longest side 1600 px, shape kept

When the shape is different

Most photos aren't the shape a site wants. Choose how to handle it:

- **Crop to fill** (default): fills the whole size, trimming evenly from the edges.
- **Fit inside and add a border:** keeps the whole photo, with a border in any colour (white works well for product photos).
- **Stretch to fit:** fills the size by changing the proportions. Rarely what you want.

> If your photo is smaller than the size you picked, it's enlarged and we tell you, because enlarged photos can look soft. Start from the biggest original you have.

Other ways to resize

Fit within a width keeps the shape under a maximum width. **Exact width and height** for any size you need. **Scale by percentage**, such as 50%. Save as the same kind of file, or JPG, PNG or WebP.

Pages for one job

Each opens Resize with the size already picked: Resize for Instagram · LinkedIn · YouTube thumbnail · Etsy · Shopify.

Sizes checked against each site's guidance in November 2026. Sites change their sizes from time to time.

Image tools

Compress image

BATCH

Smaller file, choose Smaller, Balanced or Best quality. Photos with transparency are saved as WebP so they keep it. Shows how much smaller each file got.

Convert image

BATCH

JPG for photos that open anywhere, PNG for sharp edges and transparency, WebP for the smallest files on the web.

HEIC to JPG

BATCH

iPhone photos into JPGs that open on Windows and every website. The converter is built into the site, so it works offline after first use. Every other image tool accepts HEIC too.

Crop image

SHAPES

Pick a shape (free, square, portrait 4:5, wide 16:9, tall 9:16 or 4:3), then drag across the photo. The size in pixels shows as you go.

Rotate & flip

BATCH

Turn left or right, rotate 180°, flip either way. Select several photos to turn them all the same way at once.

Add watermark

BATCH

Your text or logo in any corner or the middle, with size, colour and opacity. Select a whole shoot to watermark every photo the same way.

Remove background

AI ON YOUR DEVICE

Cuts out a person, pet or product and gives you a PNG with a transparent background. The AI model (about 40 MB) downloads the first time you use it and then works offline. The photo itself never leaves your device.

> **Example:** remove the background from a product shot, then open **Resize** → Shopify with **Fit inside and add a border** in white for a clean 2048 × 2048 catalog photo.

Working in batches

Compress, Convert, Resize, HEIC to JPG, Rotate, Watermark and Remove location all take several files at once. They run one at a time, so your browser stays responsive, and come back in one ZIP. If two files would end up with the same name, the second gets a number added.

Video & audio

Video tools use a full video engine (FFmpeg) running in your browser. It downloads once (about 30 MB) and then works offline. A computer is faster than a phone for long clips.

Compress video

SIZE TARGETS

Choose **Smaller**, **Balanced** or **Best quality**, or a size target:

- **Under 20 MB for Discord**, Discord's free upload limit.
- **Under 18 MB for email.** Most email allows 20 to 25 MB, and attachments grow when they're sent, so we aim lower.

For a size target we read how long the clip is, work out the best quality that fits, lower the resolution for longer clips, and try once more if the first result comes out a little big. If a clip is too long to look decent at that size, we say so and suggest trimming it first.

Trim video

EXACT CUTS

Play the video, tap **Start here** and **End here**, or type the times. **Exact cut** starts and ends on the frames you picked. **Fast cut** skips re-encoding but snaps to the nearest keyframe, so it can start a moment early.

Video to GIF

SHARPER

Pick the seconds you want, a width (320, 480 or 640 px) and smoothness (10, 15 or 20 frames a second). Each GIF gets its own colour palette, so it looks clean instead of blotchy.

Convert to MP4

MOV, WebM, MKV and AVI into MP4 (H.264), the format that plays on phones, Windows, Mac and every website. iPhone HEVC videos too.

Extract audio

Saves the sound from a video as a high-quality MP3: a talk, a song you recorded, a voice memo inside a video.

Pages for one job

Compress video for Discord · Compress video for email · MOV to MP4 · Trim video · Video to GIF

> **Example:** a 45 MB, 40-second phone video for a Discord server. Open **Compress video for Discord** and get an MP4 just under 20 MB, then use **Keep going** → Remove location before posting.

Privacy, offline & limits

Privacy

Inkwell Media has no server side for your files. They're opened by your browser, processed in memory on your device and discarded when you close the tab. Nothing is uploaded or logged. A few things use your browser's own storage on your device: **Keep going** holds a copy of a result just long enough for the next tool to open it, and the offline copy of the site's code and engines. The optional email sign-up and contact form send only what you type into them.

Works offline

After your first visit, the pages and image tools work with no connection. Video tools and background removal work offline once you've used them once, because their engines download the first time. On a computer you can also install the site from Chrome or Edge's address bar; on iPhone, tap Share → Add to Home Screen.

Limits and tips

Tool	Recommended / most per file
Image tools	Under about 40 MB / up to 150 MB
HEIC to JPG	Under about 40 MB / up to 100 MB
Remove background	Under about 20 MB / up to 60 MB
Video tools	Under about 100 MB / up to 350 MB
Remove location (videos)	Under about 200 MB / up to 1 GB (copied without re-encoding)

There are no daily limits. The real limit is your device's memory: large, high-resolution videos need a computer. If a batch fails, try fewer files at once.

Open-source software

Inkwell Media uses, unmodified: ffmpeg.wasm (FFmpeg with x264; GPL/LGPL), IMG.LY background-removal (AGPL-3.0), heic-to with libheif (LGPL-3.0) and fflate (MIT). Links to each project's source code are on the Inkwell Media home page.

Getting help

Questions, ideas or a tool you wish existed? Email **info@inkwelltools.com** or use the Contact link on any Media page.

> **Best first step:** drop the last photo you took into the check-up at inkwelltools.com/inkwellmedia and see what it gives away.

THANKS FOR READING

Your photos. *Your device.*

That's the whole idea behind Inkwell Media: get photos and videos to open, fit, send and share, without handing them to anyone else first.

inkwelltools.com/inkwellmedia ◆ Free ◆ Private ◆ Works offline

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PART OF THE INKWELL TOOLS FAMILY

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