

OPTIMIZING IMAGES FOR SEARCH

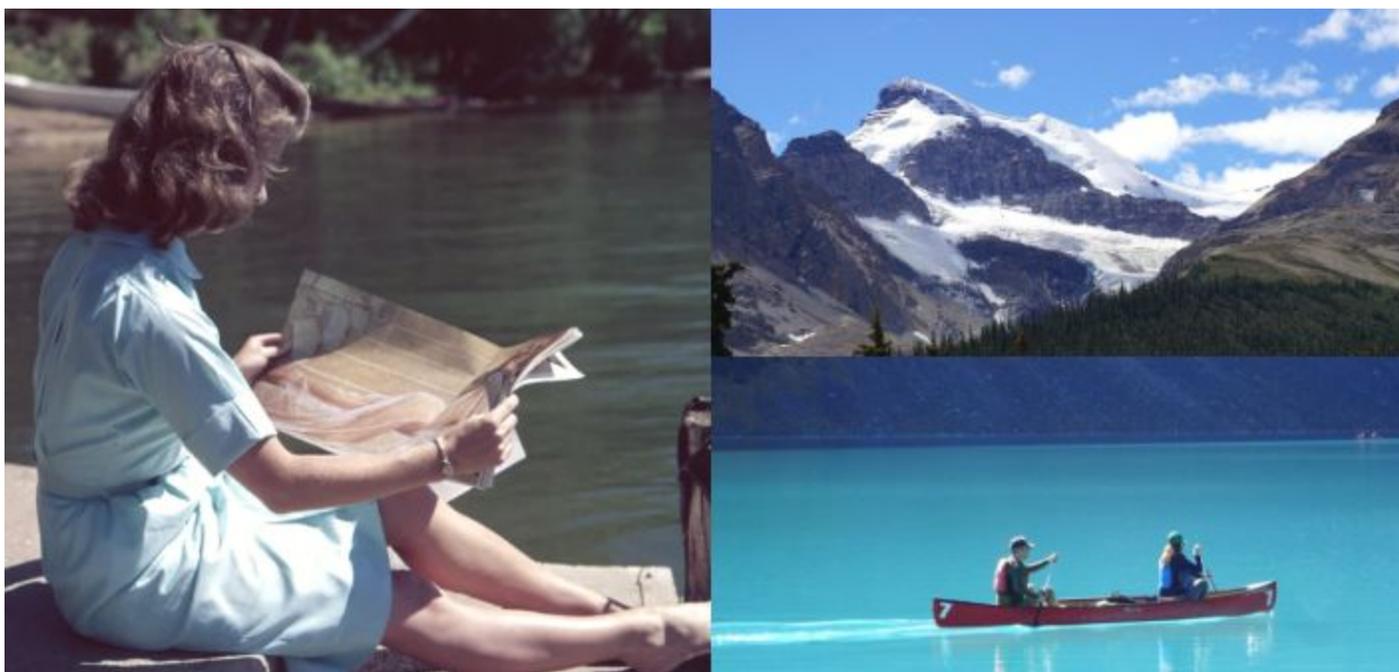


Checklist

Presented by Women in Ecommerce

Searching for the perfect image to complement your content is no small task. You can spend hours looking at stock images that will help tell the story your content is conveying with words. You find the perfect photo (or you create it yourself) and the what? Search engine optimization in your content is only the beginning. Your SEO strategy should include optimizing the images you use.

Adding images to your articles, blog posts and other online content will enhance the value of the content in the search engines. In fact, images bring an article to life while they also help increase your website's search engine optimization. It's important to know the essential components of how to fully optimize an image for SEO to create a better user experience and get found in the search engines.



This checklist outlines the steps you can take to make sure your images are adding to and enhancing the message you share. Use it as your guide to be sure you've done all you can to create images that are well-optimized.

_____ Your image should be an inherent part of a page and share the same theme: the page's title, headings, body text must tell visitors the same story that the image tells.

_____ Create an Images folder on your server to save all your pictures there.

_____ Use images relevant to the page copy

_____ Use descriptive keywords in your image files' names - separate words in the file.

_____ Name images using a hyphen, not an underscore. Example
optimize-your-images works better for search than does optimize_your_images.

_____ Provide a small description of an image in the alt attribute of the img tag, but do not fill the alt attribute with tons of keywords, even if they are relevant. 2 to 3 well placed keywords will do more to optimize for search than will "stuffing" content with too many.

_____ Think of also using a short image title with keywords in them.

_____ Place the keyword-rich text in the body around the image that describes it.

_____ If the image constitutes a link, its anchor text is quite powerful in terms of optimization for high image-search rankings.

_____ If other pages of your site link to the page with important images, create keyword-rich link anchor texts to those pages with images.

___ Use high resolution images, when possible and available. But be sure to reduce the file size. Large images can reduce loading time of your website or page. Slow load times contribute to ranking in the search as well as user experience.

___ Avoid putting a 'click to see larger image' link inside of a JavaScript link.

___ Scripts may cause difficulties in the link indexing.

___ Test to see how your image looks in thumbnail size. Sometimes images in thumbnail are skewed or cut off.

___ Stronger contrast is needed to better discern an image, which might lead to more people clicking on and linking to the image.

___ Save photos as JPG files, and other graphic image types as GIF.

___ Search engines tend to interpret a GIF image as a standard graphic image with 256 colors, while JPGs as photos with millions of colors.

___ Re-upload your pictures from time to time, since image freshness is a contextual clue for the search engines and might affect relevancy.

___ As a promotional tactic, you may watermark your images with your site address; doing so will give people more reasons to visit your site when they see your images shared on the web such as search and social media.

When adding images to your content, include a caption.

Images affect a wide range of metrics including page speed, user experience, indexing and bounce rate. By optimizing your images you can increase the performance of your content in search.

RESOURCE

If you have trouble looking for photos to share, photos online, quality photos that are easily accessed (and mostly free), check out this list of 72 FREE photo/texture/clipart and webpage header graphics sites is a great resource. If you write a blog, write articles or are putting together a book/ebook that needs images to “dress it up,” these 72 FREE/Creative Commons stock photo sites are worth checking out. All of the sites listed offer images for use for free (be sure and check the terms of use for each site). Many of them also offer photos for a fee (they are often referred to as Royalty Free which means that you don’t need to pay the photographer a royalty each time you use the image. Each of these sites are worth exploring. Be sure to read the “**terms of use**” before using any of the photos or graphics for commercial use. **Check it out here:**

[Resource of the Day 72+ FREE Stock Photo Graphics Sites](#)

