

# SEO Helpsheet: Image Optimisation

*Optimising your images correctly helps search engines understand what your image is about and improves a web page loading time.*

Images are crucial to ensuring that your content is more accessible, attractive, and engaging to users, but they're equally important in terms of SEO. They give search engines important contextual information and optimised images speed up page loading time - increasing user engagement and SERP.

## Choosing An Image

When choosing an image you should consider:

- Is the image relevant to the written content?

*Your image should have some relation to the page content and keywords. As search engines have advanced and are using AI at the centre of their algorithms, they are able to identify an image and cross-check with the content on the page.*

- Is the image size correct?

*Image size is important. An image with high detail may look great in a photo viewer but, when uploaded to your website, the photo may be cropped to fit your template. Cropping an image to fit allows you to capture the best visual of the image and reduces the file size to improve the load times of the web page.*

- Is the quality of the image good enough?

*You don't want an image that is too big as this slows down your website. Likewise, you don't want an image that is too small as the quality may be compromised on your website and appear pixelated.*

- Will it help convert page visitors?

*Aside from the SEO benefits, Images are a great way to break up text and improve the user experience.*

- Is the image unique or stock?

*If you can, always try and use a unique image. Stock images have their benefits such as usually being professionally rendered and easy to find but users and search engines generally prefer original content.*

Once you have found your perfect image, you can start to optimise.

## Optimising Your Image For Website Use

**1. Choose the right file format** All formats have various benefits but the two most commonly used are JPEG and PNG. As a rule of thumb, JPEG should be used for photos and images with lots of colour and PNG should be used for more simple images and images with a transparent background.

**2. Resize the image and compress the file** Image size refers to the dimensions of an image (eg. 1920x1080 px) and file size refers to the amount of memory space it takes up on the server (eg. 924 kb). First resize the image to the correct size required for the web page using a cropping tool. You can then compress the image. Many image-editing tools (such as Adobe Photoshop and AffinityPhoto) offer a "save for the web" option. This will automatically minify the file size whilst optimising the image quality.

**3. Choose a descriptive file name** Before uploading your image, it is important to name the file with relevant and descriptive keywords to get the most SEO power. A file name should make sense to both search engines and human users.

**4. Use alt tags** Alt text is primarily used to describe an image or content to visually impaired users who use special browsers. Alt text is also a great way to expand on the image title (file name) so that search engines can better understand the image.

**5. Add structured data to your image** Structured data helps search engines display your images in their rich results. Google supports hundreds of different data types that help your page content go further than the traditional search engine results page.

**6. Is your sitemap set up correctly?** Site maps are an important part of SEO because they tell search engines about all the pages of your site. To ensure that search engine crawlers notice every image – an infographic, meme, photo, video thumbnail, etc. – include them in your site map. Site maps are an important part of SEO because they tell search engines about all the pages of your site. To ensure that search engine crawlers notice every image – an infographic, meme, photo, video thumbnail, etc. – include them in your site map.

## The Dos and Don'ts of File Names and Alt Tags

Renaming your image to replace the usual "img3462.jpg" your camera churns out is important. We have some fantastic tips to make it easy to optimise your image text for SEO.

- Always rename the file before uploading to your website.

- Short and descriptive file names are best!

- No keyword stuffing! When naming your image file, try to include keywords from your blog - but don't force them if they are not related to the image itself.

- Separate words with hyphens not spaces. This helps Google understand the image name better.

- Most web platforms allow you to add an alt tag to your image in the media library.

- Alt tags should be an extension on your image title but no longer than a short phrase (16 words).

**Looking for management of your SEO? Contact us about our flexible SEO plans tailored to suit your needs.**

E: hello@boostseo.agency

T: 01823 765373

**boost**  
SEO.agency