



# Photographer's Guide to Image SEO

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# Benefits of Image SEO

- Elevates the SEO of a page or post
- Increases Google image indexing
- Increases visibility in Google image search
- Increases the user experience
- Increase user engagement

# Ultimate Guide To Image SEO

1. Image Selection
2. Image Placement
3. Image Pixel Size
4. Image File Size
5. Image File Name
6. Image Alt Text
7. Other Considerations

# Image Selection

- Image should add to the value of the page
  - Is the image necessary?
- Image should be congruent with the goal, purpose, and target keyword(s) of the page
  - Why are you using this image?
- Avoid duplicate or similar images
  - Google may not index similar images

# Image Placement

- Add image near the text/copy where discussing like content
- Make sure the image adds to the copy, the page, and the target keyword(s)

Blah blah blah **dog bath**. Blah  
blah blah blah. More text blah  
**bathing dogs** is fun.



# Image Pixel Size

- Use your CMS (like WordPress, Squarespace, etc...) to determine the exact pixel size of the image
- Best to provide the exact size and not let the CMS resize it for you
- Test pixel size using Google's PageSpeed Insights
  - <https://developers.google.com/speed/pagespeed/insights>

# Image File Size

- Make images as small as possible without degrading the quality
  - Goal >100kb (can be bigger especially for photographers)
  - We recommend using tools like [ImageOptim](#) or websites like [JPEGMini](#), [PunyPNG](#) or [Kraken.io](#). Or use the Google PageSpeed method: [https://youtu.be/CymONf\\_jodI](https://youtu.be/CymONf_jodI)
  - Use Lightroom to optimize image size
  - Great article from SLR Lounge on how to optimize image size
    - <https://www.slrlounge.com/what-quality-should-i-export-my-jpegs-in-lightroom>
- Make sure your CMS allows for smaller sizes to be delivered on mobile
  - `srcset` attribute
- Test with Google PageSpeed Insights
  - <https://developers.google.com/speed/pagespeed/insights>

# Image File Name

- Use file name that Google would know what the image is about without seeing the image
- Use the target keyword (or appropriate iteration) for the page
  - If using the keyword is not appropriate, then question why are you using that image
  - Do not stuff keywords
- Duplication of file name is ok
  - But question why are you using two similar images
  - Use number to separate duplicates (xyz-1.jpg, xyz-2.jpg)
- Keep file names concise
- Use dashes (not underscores) to separate words
- 10 words or less



# Image Alt Text

- Alt = Alternative
  - Used in case the image does not show up
  - Used for blind users with verbal browsers
  - Used by Pinterest to auto populate pin descriptions
- Describe the image to Google
  - Describe what's happening in the image / Sentence fragments are ok
  - Describe where the image was taken or is depicting (for local SEO)
  - Use your target keywords
  - Be clear, descriptive, concise and not stuffed with keywords
  - Ok to duplicate if images are similar
  - 100 characters or less

# Other Considerations

- Captions
  - Use when appropriate
- Featured Images
- Open Graph (Facebook) and Twitter Tags
  - OG debugger <https://developers.facebook.com/tools/debug>
  - Twitter debugger <https://dev.twitter.com/cards/overview>
- Schema
  - Allows you to give more info about your image
  - Documentation <http://schema.org/image>

# Image Optimization Resources

- Google Image Optimization Checklist
  - [https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization#image\\_optimization\\_checklist](https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization#image_optimization_checklist)
- Google Image Optimization Guide
  - <https://developers.google.com/speed/docs/insights/OptimizeImages>
- [VIDEO] How to use Google PageSpeed Insights to optimize Images
  - [https://youtu.be/CymONf\\_jodI](https://youtu.be/CymONf_jodI)