Image SEO Checklist

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# Tasks:

☐ **Optimize your images**

☐ **First of all, 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.**

☐ **Make sure search engine crawlers are allowed to index it.**

☐ **Use descriptive keywords in your image files’ names - separate words in the file.**

☐ **Names with a hyphen, not an underscore.**

☐ **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.**

☐ **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.**

☐ **On the other hand, if you have other pages of your site linking to the page with important images, create keyword-rich link anchor texts to such pages with images.**

☐ **Use high resolution images, if available.**

☐ **Provide different resolutions of images.**

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

☐ **Scripts may cause difficulties in the link indexing.**

☐ **Check how your image looks in thumbnail size.**

☐ **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 promotional tactics, you may watermark your images with your site address — if they are linked to, people on other sites will learn about yours.**