IMAGE SEO

Cheatsheet

Step 1: DETERMINE YOUR GOAL

What keyword or topic are you targeting with this image?

Step 2: CHOOSE & PREPARE YOUR IMAGE

- Select a high quality image that is relevant to the surrounding text.
- Use an image that stands out.
- Compress the file.
- Save the image using the correct format.
- Use a clear and descriptive file name.

Step 3: CRAFT DESCRIPTIVE METADATA

- TITLE – Brief description of the image.
- CAPTION – Visible text that appears below the image on the page.
- ALT-TEXT – Short explanation of the image and its purpose. Used for the visually impaired.
- DESCRIPTION – An opportunity to share a story or provide context. Displays on the image URL.

Step 4: ENABLE SEARCH AND SOCIAL

- Use structured markup for Google Image badges.
- Submit XML Sitemaps.
- Use Twitter Cards.
- Implement Open Graph meta tags.