

DMOs Quick Guide to SEO for Images

Images could be one of the most underutilized media for SEO. By creating and utilizing a simple naming convention and alt tag strategy for your photos, you can put this valuable media to work for your SEO plan. This is the Drozian Webworks quick-and-easy guide to naming and tagging photos on your site.

The first step will be to work with your SEO expert to get the most current list of target keywords and location triggers. Here is a short sample of these for our example:

Example Keyword Set:

Quidditch	Swimming near Hogsmeade
Hiking Trails in Hogsmeade	Flying lessons near Hogsmeade
Potions Class at Hogwarts	Event locations near Hogsmeade
Forbidden Forest	Centaur guides
Shrieking Shack	Tour Hogwarts Castle
Hogsmeade in Winter	Black lake

Location Triggers:

Hogwarts
Hogsmeade
Kings Cross Station

Example of Image Names and Alt Tags:



Name:

shrieking-shack-hogsmeade.jpg

Alt:

Shrieking Shack in Hogsmeade is beautiful site in Winter.



Name:

centaur-guides-forbidden-forest.jpg

Alt:

Centaur guides a group through the hiking trails of the forbidden forest.



Name:

quidditch-pitch-hogwarts.jpg

Alt:

View of Quidditch pitch at Hogwarts offering live games and flying lessons



Name:

sunset-on-black-lake-hogwarts.jpg

Alt:

Sunsets on the black lake. Great for swimming and fishing near Hogsmeade



Name:

tri-wizard-cup-black-lake.jpg

Alt:

Three towers rise out of the black lake for Tri-wizard cup. Just one of many event locations near Hogsmeade.



Name:

potion-class-for-lesson-hogwarts.jpg

Alt:

Positions class stocked with ingredients for lesson at Hogwarts.

Note on image size: Save images as .jpg when possible. Reduce image dimensions to consistent and reasonable sizes. Most sites limit the size of content to 1500px or less so there is no reason to upload a photo that is larger than that. You want to get the smallest size possible for the best load times, especially for image-heavy sites. As a rule, try to keep images less than 50kb and ideally less than 100kb.