SAVVITY
Digital Marketing Specialist

SEO-FRIENDLY IMAGE OPTIMIZATION GUIDE

A Comprehensive Checklist

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FOUNDER OF SAVVITY

My name is Nico and I'm a digital marketing specialist with a passion for helping businesses of all sizes succeed online. I've spent the last 5+ years honing my skills in SEO, performance optimization, and keyword research, and have had the opportunity to work with a diverse range of clients from small business owners to enterprise-level companies.

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1

INCORPORATE IMAGES THROUGHOUT YOUR WEBSITE

WHY? Images add visual appeal, engage readers, and can enhance the understanding of your content.

HOW? Add relevant, high-quality images to your blogs, product pages, and other areas of your site where they can complement the text.

2

OPTIMIZE IMAGE SIZE

WHY?   Large image files can slow down page loading, impacting user experience and SEO rankings.

HOW?   Use webp files, the lightest type of images, to keep your website loading quickly.

Utilize image compression tools without sacrificing quality.

FREE IMAGE CONVERSION SOFTWARE

FREE IMAGE COMPRESSION SOFTWARE

3

NAME YOUR IMAGES DESCRIPTIVELY

WHY? Image titles contribute to SEO by informing search engines about the content of the image.

HOW? Name the image in a way that is relevant to its content or the content of the page. Avoid generic names like "image1.jpg"; instead, use descriptive titles like "vintage-red-car.jpg."

iamge1.jpg *vintage-red-car.jpg*

4

USE APPROPRIATE ALT TAGS

WHY? Alt tags help search engines understand what the image is about and assist visually impaired users who may be using screen readers.

HOW? Alt text should provide a clear and concise description of the image. Think of it as a brief caption that could stand in for the image if it failed to load.

dog

a dog laying down on a beach

5

CONSIDER LAZY LOADING

WHY? Lazy loading defers the loading of off-screen images, improving initial page load time.

HOW? Use native browser features or simple plugins that load images only as they become visible on the user's screen.

LAZY LOADING PLUGIN LIST

NEED HELP WITH YOUR SEO?

Need help with SEO? Growing organic traffic doesn't have to be complicated. Book a call with us to find out how we can support your goals and elevate your online presence. Your journey to SEO success starts here.

BOOK NOW >

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