□□ SEO and Search Rankings

How do I optimise images for SEO?

Well-prepared images improve your site’s visibility in search results. Here are the best practices.

1. Name your files properly

- **Descriptive names**: instead of “IMG_1234.jpg”, use a clear name that includes your keywords, for example “persian-cat-playing-ball.jpg”.
- **Hyphens between words**: search engines read them as spaces.

2. Take care of the alternative text (ALT)

- **Describe the image accurately**: this text is shown if the image fails to load and helps search engines understand it.
- **Relevant keywords**, worked in naturally.
- **Keep it concise**: avoid overly long sentences.

3. Choose the right format

- **JPEG**: photos and colourful images.
- **PNG**: images with transparent backgrounds, logos, graphics.
- **WebP**: a modern format, better compressed at the same quality, increasingly recommended by Google.

4. Compress your images

- **Lighter files** load faster.
- **Compression tools**, free or paid, reduce file size without losing much quality.
- **Find the right balance** between size and quality.

5. Size your images correctly

- **At display size**: resize your images to the exact size at which they appear.
- **No resizing by the browser**: it slows down page loading.

6. A sitemap for images

- An image sitemap helps search engines find and index all your images.

7. Put images in context

- **Close to the related text**: search engines take context into account.
- **With a caption**, which adds extra context.

8. Think mobile

- **Responsive images** that adapt to the screen size.
- **Careful compression**: mobile connections are often slower.

Attached files:

Unique solution ID: #1069
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Last update: 2026-10-13 09:04

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