

EVALUATE IMAGES OF YOUR SITE

51 POINT CHECKLIST TO AUDIT EVERY PRODUCT FOR SEO

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Content

General Image Optimization Tips

1. Using Image on the Pages and Blogs.
2. Images are relevant to the page.
3. Important images are at the top of the page.
4. Image fulfills a purpose to be on the page.
5. Image is attractive and engages visitors.
6. Not using sensitive, or offensive pictures.
7. Not writing important text on the image.
8. Using clear and quality images.
9. Have a Quality Web Hosting.

Types of Images

10. Size of the image is not larger than 100 KB.
11. Pick the correct file type for the images.
12. Raster images for emotional appeal.
13. PNG images are used for Text-Heavy images.
14. Jpeg formats are used for general images.
15. Vector images for lines, logos, shapes filled images.
16. Using Gif for animated images.
17. Utilizing WebP format for large size images.
18. Making elements (shadows, lines etc) with CSS.
19. Buttons are made of HTML and CSS, not images.

Image Source

20. Using original and unique images.

21. Avoiding stock images from image sites.

22. Always buy, or use copyright free images.

23. Giving proper credits to the images where it is due.

24. Purchasing images directly from the artist.

Technical Image SEO

25. Adding keywords into the image filename.
26. Making the URL of the image keyword rich.
27. Images have proper alt tags.
28. Add a description if alt text is not enough.
29. Providing a long description of the images if needed.
30. Giving captions if it is expected from the image.
31. Adding a title of the image.
32. Make sure images are loading at HTTPS.
33. Specifying the "Adult" tag, for the adult content.
34. Group adult-only images in a common URL location.

Image Optimization for Fast Loading Page

35. Images are responsive, and scale with the device.
36. Align the image properly with the text.
37. Add the dimension (length & width) of the images.
38. Enabled browser cache to cache the image files.
39. Compress the image before uploading to the site.
40. Crop the images to focus on the essential part.
41. Using Lazy-Load to serve only on-screen images.
42. Using Image CDN for Image heavy sites.

Image Optimization for Marketing

43. Using aesthetic images for sharing.
44. Separate featured image and thumbnail images.
45. Adding feature images to the Pages too.
46. Using infographics to visualize the content.
47. Providing HTML code of the infographic for credit.
48. Doing A/B testing to find best converting image.
49. Using structured data for images.
50. Including images in sitemap.
51. Enabling the indexing of the images.

Helpful content to read:

[Image SEO Tips to Get the Traffic from Google Image Searches](#)

[Learn the Type of Image and How, When and Where to use them?](#)

[Only Content Delivery Network Guide You Need](#)

[How to Optimize Site for Core Web Vitals \(The Next Google Ranking Factors\)](#)

[Secret to Speeding Up the WordPress Site and Achieve that Position #1 on Google](#)

[eCommerce SEO Guide for the Noobs and Beginners](#)

[How in hell do you run and study the GTmetrix Speed Test ??](#)

[Page Speed is affecting your Page Ranking. Don't believe it, check this Article.](#)

About Zeno Cloud

Zeno Cloud offers AWS Consulting Service and Cloud Solutions to businesses WorldWide. Our expert team will assess your cloud needs and deliver the solutions that will help your business to achieve its goals. We are certified Amazon partners.



Contact Sales

+91-9852704704

sales@zenocloud.io

Contact Support

+91-9852704704

support@zenocloud.io

Contact Billing

+91-9852704704

billing@zenocloud.io



Website

www.zenocloud.io

USA Office

2093 Philadelphia Pike, Claymont, DE 19703, USA.