

SEO for Images

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Embedded Text Inside Images

Saturday May 15, 2010

Doors open at 7 p.m.

Venue:
Upstairs at [The Portsmouth Gaslight Company](#)

\$30 advance purchase/\$40 at the door

Sponsorship Opportunities Available [Click Here](#)

Space is limited!

Cash prizes for best retro prom costumes

Search engines can't read text embedded in images. It is considerably better to use HTML with CSS styling versus using an image that has text embedded within it if you want search engines to best understand your content.

Don't be Creepy (with Retargeting)

The Law Office of William A. Shelby, P.C.

DESIGNED TO MAKE AN IMPACT. AND TAKE ONE.

Corelle has lots of dinnerware designs that match your style. All as durable as ever.

**Bargain
Books**



Redefining the mobile workstation...

With a renewed commitment to our customers who rely on their ability to function as a dynamic and mobile business person, we proudly deliver the New Corporate Traveler Cases. A new light-weight design allows us to continue with a tradition of unbeatable protection while offering a renewed emphasis on durability, comfort and ergonomic wellness. Combined with a strong collection of features that help to keep your life more organized from one stop to the next, our new Corporate Traveler cases represent the next chapter in mobile business.

ALT Text Optimization



ALT Text will help the search engines understand what your image is about. They use this information to determine relevancy to the searches query.

Spam

- ``

Not Good

- ``

Okay

- ``

Best

- ``

Image File Name Optimization



Another factor search engines use is the image file name. Using an image file name that is descriptive will help the search engines know the contents of your image. Be sure to separate words with hyphens and keep the image name less than 5 words long to avoid spam flags.

Spam

• ``

Not Good

• ``

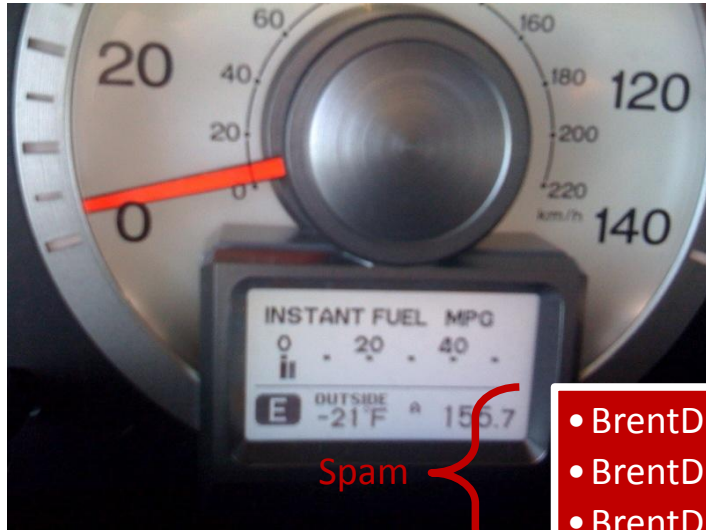
Okay

• ``

Best

• ``

Group Similar Images Into Folders



It's important to group images that are similar into folders on your server (i.e. animals, plants, places, thumbnails, full-size).

Note: Adult images should be more than one folder away from the rest of the images!

Spam

- BrentDPayne.com/seo-blog/baldseo.jpg
- BrentDPayne.com/seo-consulting/tribune-tower.jpg
- BrentDPayne.com/in-house-seo-director/header.jpg

Not Good

- BrentDPayne.com/posts/baldseo.jpg
- BrentDPayne.com/tribune-tower.jpg
- BrentDPayne.com/custom/front/header.jpg

Okay

- BrentDPayne.com/images/baldseo.jpg
- BrentDPayne.com/images/tribune-tower.jpg
- BrentDPayne.com/images/site/header.jpg

Best

- BrentDPayne.com/images/people/baldseo.jpg
- BrentDPayne.com/images/structures/buildings/tribune-tower.jpg
- BrentDPayne.com/images/site/front-page/header.jpg

Anchor Text Optimization



Use and influence others linking to your content to use relevant anchor text (the blue underlined text). Search engines use the text in links to help determine the relevancy of the content to search queries.

Spam

- If you are an SEO and haven't see the photo of Matt Cutts getting kissed by [two women near a Britney Spears nude photo](#).

Not Good

- OMG! There is a photo of Matt Cutts getting kissed by two women. I think it is a great image. View it [here!](#)

Okay

- Here's a [photo](#) of Matt Cutts getting kissed by two women at a search conference in Seattle.

Best

- Here's a photo of [Matt Cutts being kissed by two women](#) at SMX Advanced 2009.

Use Descriptive Image Captions



The text around an image helps the search engines to gain relevancy as well. Be sure to include a description image caption. It's also helpful to code your pages so the image caption is near the photo both on the page and in the HTML code.

Spam

- This photo, taken after they both purchased cheap Viagra shipped free from a Canada pharmacy, is of Danny kissing Jeremiah.

Not Good

- Photo Credit, Brent D. Payne

Okay

- A guy kissing another guy.

Best

- Danny Sullivan kissing Jeremiah Andrick on the cheek at SMX Advanced 2009 in Seattle, WA.

Stand Alone Page for Each Image

Payne Photo Opp for War Rock

Unique Title

Share This

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROTATE EDIT PHOTO DELETE



Individual Image

Share option for users to share on social media sites.

This photo also belongs to:

- #BaldSEO (Set) 113 items
- 2006 (Set) 28 items
- BaldSEO (Pool) x

Unique Content Area

A photo taken at E3 2007. For a game called War Rock who could do the most awesome photo. I love this photo. But it has caused me so much trouble. Which...makes me kind of love it even more.

Location for users to comment.

Add your comment

People in this photo

- BrentDPayne

Add a person

Tags

- BaldSEO x
- BaldSEOs x
- Bald x
- SEO x
- Search x

Yes. Make an HTML page for each image on your site. Allow for comments, ratings and social media sharing. Be sure each page has unique content and unique title tags though to avoid search engines seeing duplicate content on your site.

Include these HTML pages in your sitemap.

Share Your Images With Others



Allowing your images to be used on other websites will help your images get discovered and appear more popular, authoritative, relevant, etc. to the search engines. One easy way to share your images with others in a controlled fashion is via HTML snippets you provide for others to use.

Spam

```
• <a href="http://www.flickr.com/photos/brentdpayne/3609168065/" title="young boy young kid blonde boy black ape black gorilla gorilla statue sculpture embrace hug hold standing sitting climbing on climb squeeze photo picture image"></a>
```

Not Good

```
• <a href="http://www.flickr.com/photos/brentdpayne/3609168065/" title=""></a>
```

Okay

```
• <a href="http://www.flickr.com/photos/brentdpayne/3609168065/" title="kid"></a>
```

Best

```
• <a href="http://www.flickr.com/photos/brentdpayne/3609168065/" title="Young Boy Hugging Gorilla Statue"></a>
```

Utilize Your Sitemaps for Images



Google launched in April 2010 the ability to assign images to HTML pages in your sitemaps file. This enables you to tell Google which image file(s) are the most important on the page.

Note: Make sure to reference absolute URLs.

HTML Page URL

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas
/sitemap/0.9"
  xmlns:image="http://www.google.com/schemas/sitemap-
image/1.1">
  <url>
    <loc>http://example.com/sample.html</loc>
    <image:image>
      <image:loc>http://example.com/image.jpg</image:loc>
    </image:image>
  </url>
</urlset>
```

Image URL

Google News Considerations



Aspect Ratio

- Google News prefers images in a 4:3 aspect ratio.

Image Dimensions

- Google News significantly prefers larger images over medium images but extra large images or only slightly better than large images.

Non-Clickable Images

- Google News prefers images that aren't clickable.

Image Location

- Google News prefers images that are located on the top half of the page and near the H1 tag of the page.

Contact Information



Contact Info

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