

BLOG IMAGE OPTIMIZATION CHEAT SHEET

1. NAME Your Image

A proper image name will get it indexed by Google!

Tip: Always properly name your image before uploading it to your blog or article. Use meaningful words; avoid unnecessary words.

Answer these questions:

- ✓ What keywords does the image support?
- ✓ What words can you add to describe the image?
- ✓ What words should be included so it can be indexed by Google?

Method: Now combine these words into a title (4-10 words) separated by dashes ending in .jpg. **Example:** sedation-dentistry-satisfied-patient.jpg

When: Do this on your computer BEFORE uploading the image to your blog.

Do not:

- ✗ Leave an image named with numbers or automatic camera numbering.
- ✗ Include unnecessary words or use underscores.
- ✗ Keyword stuff or use keywords unrelated to the image.

2. TAG Your Image

An alt tag should describe WHY the image is being used.

Tip: Think about the alt tag as a tweet: something you send out to get interest and drive people back to the article. The alt tag should be able to accurately describe the image to a blind person.

Answer these questions:

- ✓ What keywords does the image support?
- ✓ What is happening in the image?
- ✓ What is the message of the image?

Method: Now combine that information and create a 5-20 word sentence to describe the image. **Example:** John sitting in a dental chair happy and satisfied after experiencing sedation dentistry.

When: Do this AFTER uploading the image to your blog.

Do not:

- ✗ Leave blank.
- ✗ Say “image of” or “photo of,” etc.
- ✗ Keyword stuff or use keywords unrelated to the image.