

August 2025

Optimize Images for Better Rankings!

When it comes to optimization, images are just as important to SEO as the rest of your page! Visuals help grab the attention of users and break up the text so it's important to make the most of them. Poorly optimized images can slow down a website and frustrate users while increasing bounce rate. Learn how to achieve a better user experience and quicker loading times with these 5 best practices! Read along to explore the different strategies of image optimization and how to enhance your web performance.



5 Best SEO Practices for Images!



Image Formatting

Images can be converted into different formats to fit your desired quality and size. SVGs are perfect for an icon or logo because they keep their quality regardless of size. PNG and JPEGs tend to work better for SEO but, WebP and

AVIF tend to have better quality overall.

Compression

Image compression differs from formatting or size because it affects the file size, rather than the image itself. It can help website loading time, improve mobile performance, and reduce storage space which benefits SEO performance.

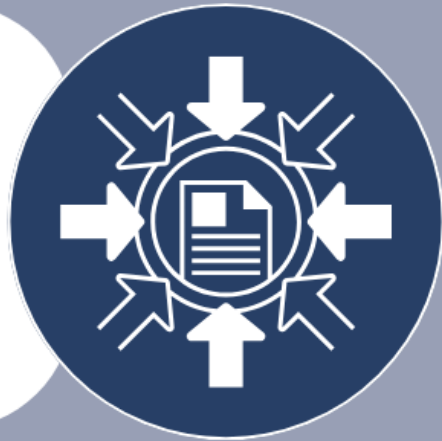


Image File Name

Search engines understand the image better with a descriptive file name. Create a name that describes the photo while also being short but relevant, using keywords to help identify the image. Use underscores and hyphens as spaces so search engines can recognize the words.



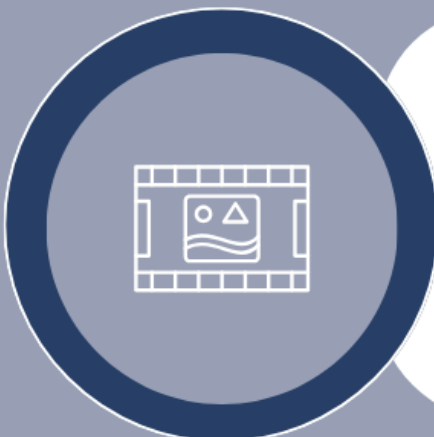
ALT Text

ALT text is a description of the photo and is embedded in the site code. It's an accessible option and can help when the site or image takes longer to load or can assist visually impaired users who are accessing the site.



Original Pictures

Unique photos make content stand out and add to the site's credibility. It shows that you have experience and value. Stock photos can be found anywhere, so use the opportunity to use original and relevant photos.



Now that you have all of these great tips, you can start optimizing your images in order to rank higher in search engines. These new practices can help you earn more traffic and have a better user experience overall! Don't underestimate how much images can do for your website.



If you are still feeling overwhelmed or confused about where to start, don't worry, we can help! We specialize in Marketing, SEO Services, Content Writing, Social Media, and Branding! We can help you out so you can worry about all the other aspects of your business.

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In Case You Missed It!



5 Components of SEO you must do

SEO, also known as search engine optimization, simply enhances your online presence through search engines like Google, Bing, or Yahoo!. These are avenues where your audience search keywords



How to Write Headlines for SEO

Headlines are lifelines to your readers. They grab attention, build trust, and help time-pressed consumers focus on the stories they care most about.

Implementing SEO best

that are related to business hoping to find someone to fix their problem.

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practices are essential to growing your audience, driving traffic from search engines, and promoting your business or content.

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