

Image SEO: 7 Actionable Tips to Boost Your Organic Traffic by 10% (or, More)

1. Upload Relevant Photos for Better Image SEO:

- Using the right and relevant images within your content is the first step towards your journey to make images search engine friendly.
- Use an Eye-Shooting Image as Featured Image and at least one image per 350 words.
- You should not load your posts with unnecessary images.

2. Name or, Rename Your Images Correctly:

- Before putting or, uploading any image to your server, it is, always a wise decision to name or rename it properly.
- Make sure you have named or renamed your images carefully before putting them into your blog posts from the next time onwards.

3. Resize (Compress) Your Images:

- The more the size of the image, the slower the associated page, so you have to compress your images before using them in the blog posts.
- You need to maintain the output image quality after compression.

4. The Science behind Image “Alt” Tag:

- The main function of "Alt" tag is to display the Image Information where loading of the actual image is extremely slow or, prohibited for a certain reason.
 - ❑ **This has two major benefits.**
- Your reader will get to know that you have put an image there and will wait for the image to load. And he or she may share that image if it is worth a share.
- Your “Alt” Tag will also help Search Bots to get the actual information about your image so that they can rank your image and of course your blog to a better place in **SERP**.

5. Use of Image Caption:

- Image Captions are the texts you want to display with your image, they are completely different from Image “Alt” tags.
- Image captions enhance User Experiences, however, it does not have any direct effect on overall **On-SEO**.

6. Play with Image Description:

- You should add as many details as possible about that image, you are using in that field.
- You should add the description in a scannable format.

7. Be Careful with Image Format:

- To achieve your goal of enhancing the user experience, you need to be extremely careful about the image format before putting it in your blog post.
- You have to make a good balance between Image Quality and Loading Speed.