

IMAGE SEO ONE-PAGER

Images help people understand a page and can bring visitors from Google Images, but large or unlabelled images slow pages down and tell search engines nothing.

■ FILE NAMES

Avoid	Use
IMG_4821.jpg	oak-dining-table-six-seater.jpg
image1-final-v2.png	kitchen-extension-before-and-after.png

■ ALT TEXT

Rating	Example alt text for a photo of an engineer at work
Missing	(blank) on an image that carries information
Stuffed	plumber leads plumbing leads emergency plumber leads
Weak	boiler
Good	Engineer servicing a wall-mounted combi boiler in a kitchen

■ ALT TEXT RULES

- Describe what's in the image and why it's on the page
- Keep it to about a sentence
- Skip "image of" or "picture of"
- Decorative images get empty alt text (alt="") so screen readers skip them

■ FORMATS

- Photos: WebP or AVIF, with JPEG as a fallback
- Graphics with transparency: WebP or PNG
- Logos and icons: SVG
- Animation: short video files instead of large GIFs
- Google supports BMP, GIF, JPEG, PNG, WebP, SVG and AVIF

■ SIZE AND SPEED

- ☐ Resized to the largest size it displays at, not straight from the camera
- ☐ Compressed before upload
- ☐ Width and height set, so the layout doesn't jump as images load
- ☐ Images below the fold lazy-loaded; the main hero image is not
- ☐ Responsive images (srcset) so phones download smaller files

■ CONTEXT

- ☐ Placed next to the text it relates to, with a caption where useful
- ☐ Original photos used where possible
- ☐ Important images are HTML img elements: Google doesn't index CSS background images