

# How to Optimize your Photos for SEO

Cecily Whiteside

Score Silicon Valley

May 16, 2024

# About SCORE



- **Successful and experienced executives acting as volunteer consultants**
- **Seminars and workshops**
- **Free Mentoring:**
- One-on-one
- Video, Phone, E-mail

**Resources for small business:**

<https://www.score.org/>

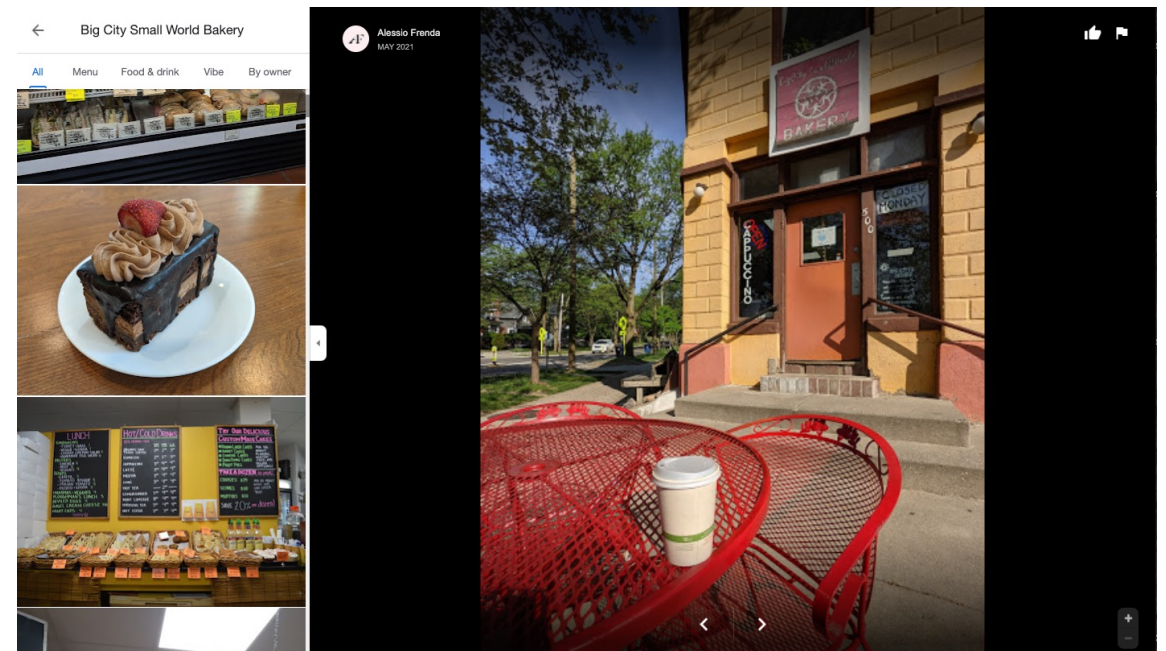
<https://www.siliconvalley.score.org>

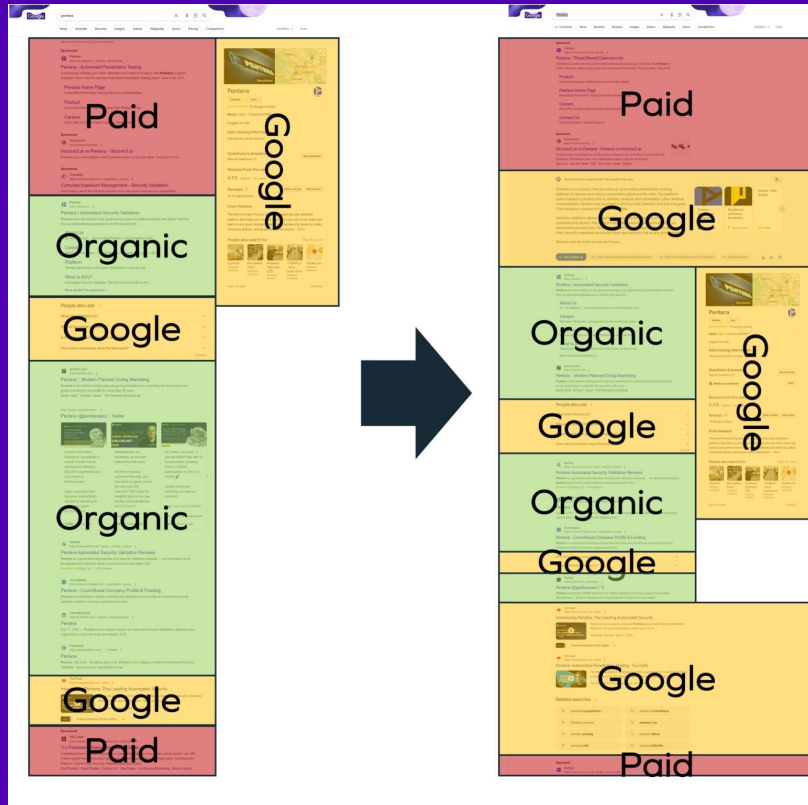
# What is SEO and why should I care?

Google looks at meaning/intent, relevance, and quality of your site

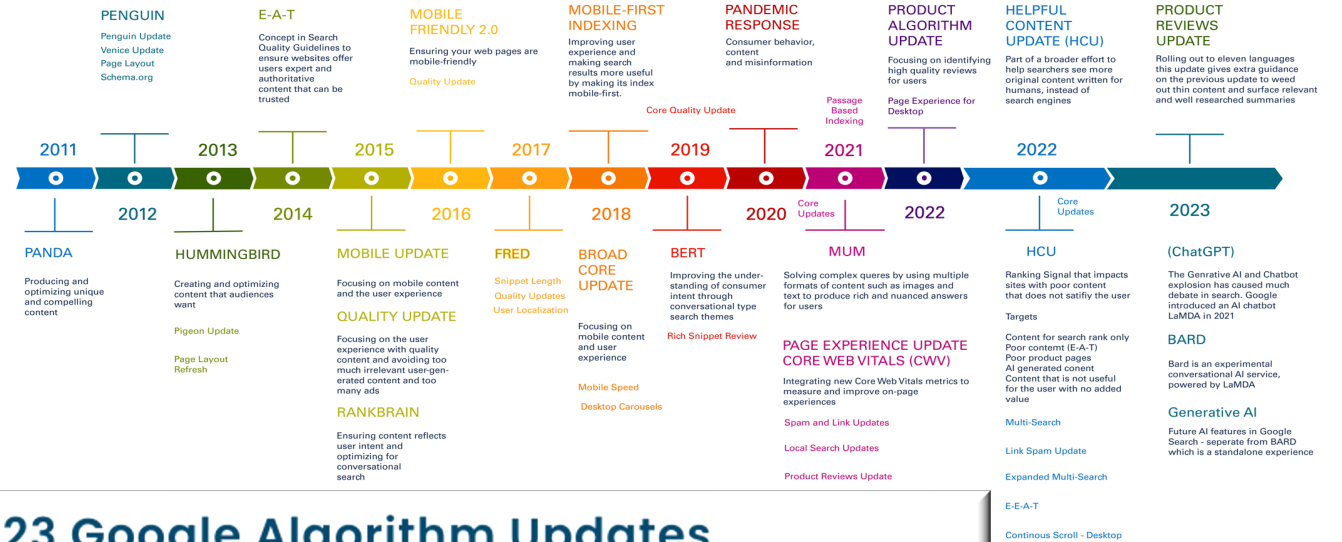
One way to move the needle to get found by the right Google Searchers is to optimize your photos for SEO

Content converts, but images & videos keep people on your site to read that content





## GOOGLE'S FOCUS ON THE USER (HUMAN) EXPERIENCE UPDATES, ALGORITHMS AND RANKING SIGNALS



## 2023 Google Algorithm Updates

2023	SUMMARY	DATE	DURATION
	November 2023 reviews update	8 Nov 2023	Information
	November 2023 core update	2 Nov 2023	Information
	October 2023 core update	5 Oct 2023	13 days, 23 hours
	Ranking is experiencing an ongoing issue	5 Oct 2023	26 days
	October 2023 spam update	4 Oct 2023	15 days, 12 hours
	September 2023 helpful content update	14 Sep 2023	13 days, 11 hours
	August 2023 core update	22 Aug 2023	16 days, 3 hours
	April 2023 reviews update	12 Apr 2023	13 days, 2 hours
	March 2023 core update	15 Mar 2023	13 days, 7 hours
	February 2023 product reviews update	21 Feb 2023	14 days

List of Google algorithm updates that have occurred so far in 2023.

# Changing SERPs mean updating strategy

The image shows a Google search results page for the query "senior cat care". The search bar is at the top, and the results are displayed below. A red annotation "New feature for long-form text results" is overlaid on the page, pointing to the "Web" filter in the navigation menu. The "Web" filter is circled in red. The search results include a "Senior Cat Care Tips" section with three numbered items, a featured snippet from ASPCA Pet Insurance titled "Caring for Senior Cats", and a result from Cornell University College of Veterinary Medicine titled "Loving Care for Older Cats". There are also images of cats and a "Meet Millie" section.

senior cat care

All Images Shopping Videos Forums More Tools

At home Checklist Tips Issues Maps Web News Books Flights

**Senior Cat Care Tips**

1. Check-ups – Regular wellness exams can help your veterinarian to track your cat's weight and overall health. ...
2. Dental care – Brush your cat's teeth at home to prevent other mouth issues. ...
3. Diet – Make sure your cat's diet is appropriate for their age and lifestyle.

More items...

ASPCA Pet Insurance  
<https://www.aspcapetinsurance.com/resources/caring-...>

**Caring for Senior Cats - ASPCA Pet Insurance**

Cornell University College of Veterinary Medicine  
[https://www.vet.cornell.edu/.../Feline Health Topics](https://www.vet.cornell.edu/.../Feline%20Health%20Topics)

**Loving Care for Older Cats**

Cats like to seek out warm places to rest. Make sure your **older cat's** favorite soft bed or resting place is not in a drafty area of your home. Too much heat, ...

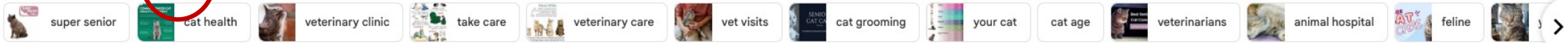
Cat Care Center of Baton Rouge  
<https://www.catcarecenter.com/services/cats>

**Caring For Mature, Senior and Geriatric Cats**

Meet Millie  
She is constantly curious, a lover for all adventures found in a cardboard box, a diligent food search partner, and the feared hunter of all fallen twigs  
only 8 years old and has undiagnosed arth  
Hunting twigs is now too painful for

Super Senior 15y+

About featured snippets · Feedback



Cat Friendly Homes Providing Care for a S...



Aspen Grove Veterinary Care Fort Collins Elderly Cat Car...



Eagle Animal Hospital Care Tips for Your Senio...



The Whole Pet Vet Demystifying Senior Cat Care | The ...



The Wildest 5 Ways to Care For Your Senior Cat ...



Facebook The Drake Center for Ve...



Cat Care for Life Super Senior (15years+) - ...



International Cat Care Elderly cats - special considerations ...



ASPCA Pet Insurance Caring for Senior Cats



4 Paws Veterinary ... Senior and Geriatri...



VIDA Veterinary Care Senior Cat Care & Wellness Exams | VIDA ...



Pinterest Caring for Your Se...



KittyBiome Senior Cat: Advice from a Hospice C...



Elite Veterinary Care Senior Cat Care —...



Cat Care Center of Baton Rouge Senior and Geriatric Cats



Papaya Veterinary Care 8 Signs Your Cat Is Aging | Papaya ...



All Cats Care Center Caring for Senior Cats: Expert Tips ...



Cat Friendly Homes 10 Ways to Care for Your Senior Cat ...



National Cat Groomers Institute Senior Cat Care: The Difference ...



Cat Care Center of ... Senior and Geriatri...



Cat Friendly Homes 10 Ways to Care for Yo...



Laguna Hills Animal Hospital Senior Cat Care: How to Look After a...



Purina New Zealand Caring For Your Senior Cat - Older Cat ...



CURE Senior Cat Care Hot ...

**Related searches**

- super senior cat
- old senior cats
- very old cat



Cupola Animal Hospitals Caring For Mature, Senior and Geriatric ...



All Creatures Veterinary Hospital ... The Golden Years: Senior Cat ...



Supreme Source Taking Care of Your Senior Cat ...



River Landings Animal Clinic in Bradenton, Florida 6 Tips for Caring for a Senior Cat ...



Healing with Heart Veterinary Care Veterinary Senior Cat Care in Virginia ...

# Specific ways to use SEO for photos

1. Use photos and videos to engage visitors
2. Post new photos consistently
3. Use keywords when you name your photos
4. Include alt descriptions with keywords
5. Tell Google where took you picture
6. Pay attention to image size and format



# How to optimize photos

1. Determine your keywords
  - Business keywords
  - Product keywords
  - Blog keywords
2. Standardize naming conventions for images
3. Pick the right file type
4. Use the best size for each image
5. Add alt text and tags
6. Add location if you took it
7. Find cheap/free images to round out posts and pages
  - Check permissions
  - Use within guidelines
8. Solve tech issues



# 1. Use keywords for your online content

Keywords are how Google knows to serve your content to answer a search query typed in by a visitor

They unlock the intent of the content on a given page or post

- Specific
- Significant
- Show intent

The longer your keyword phrase the better chance you have to rank for it

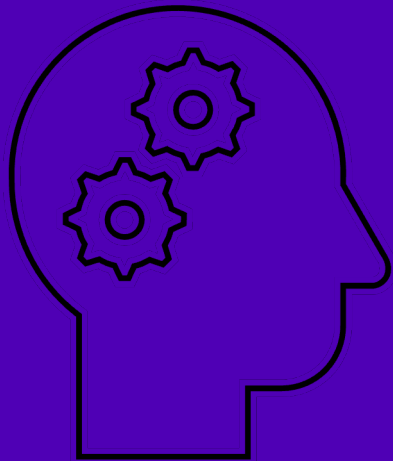


# How to determine your keywords

Think like your customer

Study the competition

Use tools like [Keyword.io](https://keyword.io) or [answerthepublic.com](https://answerthepublic.com)



- Business keywords
  - Commercial/Transactional
  - Apply to overall business
  - Use on most/all pages
  - Help Google understand what you do
  - Clear selling points
- Product keywords
  - Transactional/Commercial
  - Differentiate your products from each other
- Blog keywords
  - Generally informational
  - Topics related to your business
  - Wider range of topics
  - Jobs to be done topics
  - Limited direct selling

# Keyword examples

## Business keyword examples

Immune boosting supplements  
SEO professional San Jose  
SSD storage manufacturer  
Family portrait photographer Morgan Hill  
Handcrafted baked goods  
Organic local raw honey

## Product keyword examples

Clover honey  
60TB SSD  
Compact binoculars  
Beach chair for camping  
Running shoes for pronators  
Pregnancy massage

## Blog examples

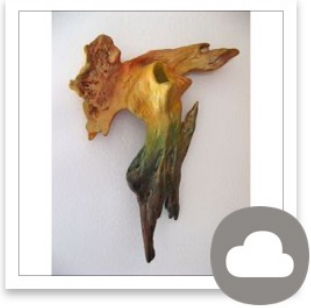
When is the [best time to clean gutters](#)  
Best [ebikes for commuting](#)  
What do I wear to a [headshot photo shoot](#)  
Should I [file taxes myself](#) or hire a firm  
Why buy [organic local honey](#)

## 2a. Naming convention for landing page photos



Include your tagline keyword in the name of your website photos  
score-silicon-valley-welcome.jpg

## 2b. Decide on a naming convention for product photos



Bethanne web.jpg



Blue Flame web.jpg



breaching web.jpg



desert moon web.jpg

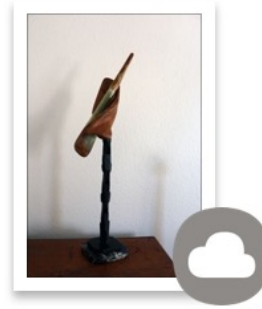


Dove web.jpg

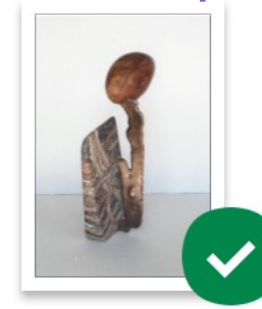


healer web.jpg

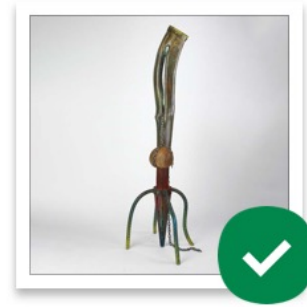
VS.



arrow-david-day-sculpture-abstract-art.JPG



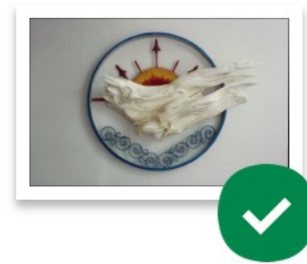
desert-moon-david-da...lpture-abstract-art.jpeg



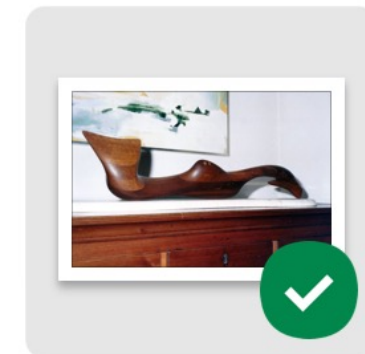
Eye-of-the-Needle-Da...ulpture abstract-art.jpg



Velociraptor-David-Da...ulpture-abstract-art.jpg



waves-at-sunset-david...tpure-abstract-art.jpeg



white-stone-crab-davi...lpture-abstract-art.jpeg

# 2c. Naming convention for blog photos

## For hero images

- Use the exact name of the blog for the photo as well.  
You don't want your blog to show up with someone else's clickable photos on the SERP because then you only have a 50/50 chance that they click your blog link vs the photos link.

## For photos within the blog

- Use descriptive names that relate to the blog topic  
"wealth preservation comparison chart" or  
"wealth preservation professional consultation"
- Use differentiator if you have multiple photos

## For all images

- Use hyphens in your image URLs rather than underscores
- Alt text should describe the photo as if to someone vision-impaired
- Include your tagline keyword in the name of your website photos  
"heartbox-photography-portrait-photo-maria-smith" or  
"david-day-sculpture-abstract-art-piece-running-with-patience"



**Understanding Social Security and Medicare:  
America's Retirement Safety Net**

Social Security and Medicare rules can be complex. To help maximize benefits, it pays to understand your options.



**Higher Education:  
College Saving and Funding Strategies**

College is an investment in your child's future. It requires a savings commitment and knowledge of funding methods.



**Investing Basics:  
Embark on Your Wealth-Building Journey**

Weighing the risks and rewards of various investment options can help you develop a sound investment strategy.



**Envisioning Your Retirement:  
How to Prepare Today for a More Fulfilling Tomorrow**

The road to retirement is seldom smooth. You need a sound savings strategy to help overcome obstacles in your path.



**Wealth Preservation:  
Planning to Leave a Legacy**

An estate planning strategy could increase the value of your estate and help avoid potential conflicts and delays.



**Financial Protection:  
Using Insurance to Help Manage Life's Risks**

Home, auto, life, disability — Protect your financial interests by having the appropriate insurance coverage.

# 3. Pick the right file type



**JPG** – Ideal for web images

Lossy, which means it's compressed to make a smaller file)

Image quality decreases

Colors blend better

Loads faster due to smaller file

**PNG** – Ideal for logos, charts, graphs & transparent images

Lossless file

Up to 16 million colors

Larger file sizes than jpg means slower load speed

**TIFF** – Avoid using these formats on your site

Lossless with very high quality and very large file size

**GIF** – Web graphics, great to add interest & movement

**EPS/SVG** – Best for logos

Vector image so it can scale without losing quality or getting pixelated

**RAW** – Convert to another format before using on your site

Huge camera images that are unprocessed & include lots of info

JPG for pictures



PNG for graphs

## 4. Resize photos for each use case



Tabletop Sculpture — David .  
ddaysculpture.com



David Day Sculpture  
ddaysculpture.com

Resize images *before you upload them* so they don't slow down your site even if you use a compression app

Everything always 72 dpi

Choose 70% to 80% when exporting from your editing software

### For JPGs

- Panoramic or full width images: 2560 pixels wide
- Header images: 1200 pixels wide
- Background images: 1920 x 1080 pixels (16:9 ratio)
- Other images: under 1000 pixels wide
- Thumbnails 800-900 pixels wide

### For PNGs

- Logos: 250 x 100 pixels PNG
- All others PNGs 2560 to keep them crisp

Choose the right file type/size combo

- JPG images use case above
- PNG transparent background images use case above
- PNG charts, graphs, logos: 2560 px wide for all
- GIF for animations
- SVG for logos, illustrations, drawings

**ADOBE LIGHTROOM  
JPG EXPORT AT 1500px**

QUALITY	FILE SIZE
100	1,614 KB
90	1,149 KB
80	827 KB
70	641 KB
60	400 KB



# 5. Add alt text

Use alt text on photos the matter

- Short written description
- Not immediately visible on the page
- If you roll over with mouse
- Makes you ADA compliant

Be specific

Keep it short (under 125 characters)

Be truthful & describe accurately

Use 1 to 2 keyword phrases

Don't repeat yourself

Don't be salesy

Don't make value judgements

backpacker with headlamp in snowy landscape

Permalink: <https://happycampergear.com/best-headlamp-for-camping/headlamps-2-pexels-s-migaj-762420/> [Edit](#)



[Edit Image](#)

Alternative Text

backpacker with headlamp in snowy landscape

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Caption

Photo by S Migaj from Pexels

# How to add alt text

## Attachment details



Edit Image

Uploaded on: July 24, 2020

Uploaded by: [Cecily Whiteside](#)

File name: camping-in-co-scaled.jpg

File type: image/jpeg

File size: 101 KB

Dimensions: 1333 by 1000 pixels

Original image: [camping-in-co.jpg](#)

Alternative Text

Orange tent with sleeping bags and shoes with beer tent

[Describe the purpose of the image](#). Leave empty if the image is purely decorative.

Title

Happy Camper Gear best places to camp in colorado

Caption

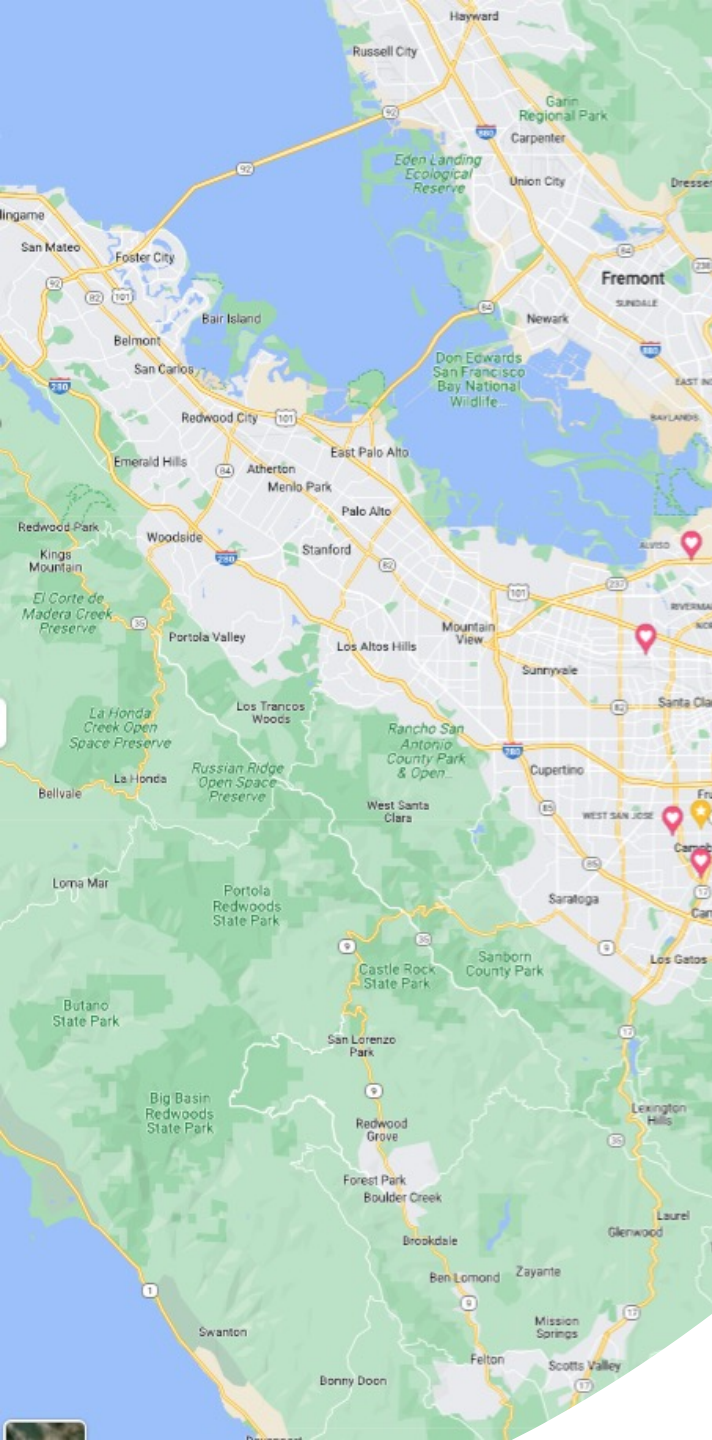
Description

File URL:

<https://happycampergear.com/wp-content/uploads/2020>

[Copy URL to clipboard](#)

[View attachment page](#) | [Edit more details](#) | [Delete permanently](#)



Add a Caption

Friday • Mar 25, 2022 • 2:28 PM [Adjust](#)

IMG\_1220

Apple iPhone 12 Pro JPEG

Front Camera — 23 mm f2.2

7 MP • 2316 × 3088 • 1.9 MB

ISO25 | 30mm | 0 ev | f2.2 | 1/320s

[Add a location...](#)



# 6. Add location

Social media

Tell Google where you do business

## How?

## Geotag your photos

On apple phone

Open photo

Slide up

Click "add location"

Save

On android phone

Open settings menu

Choose location tag or GPS tag

You can also use the geotag icon on the camera app screen to enable the shortcut

## 7. Places to find free or cheap photos

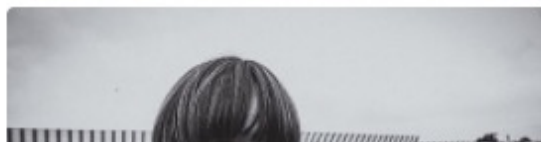
<https://www.pexels.com/>

<https://pixabay.com/photos/>

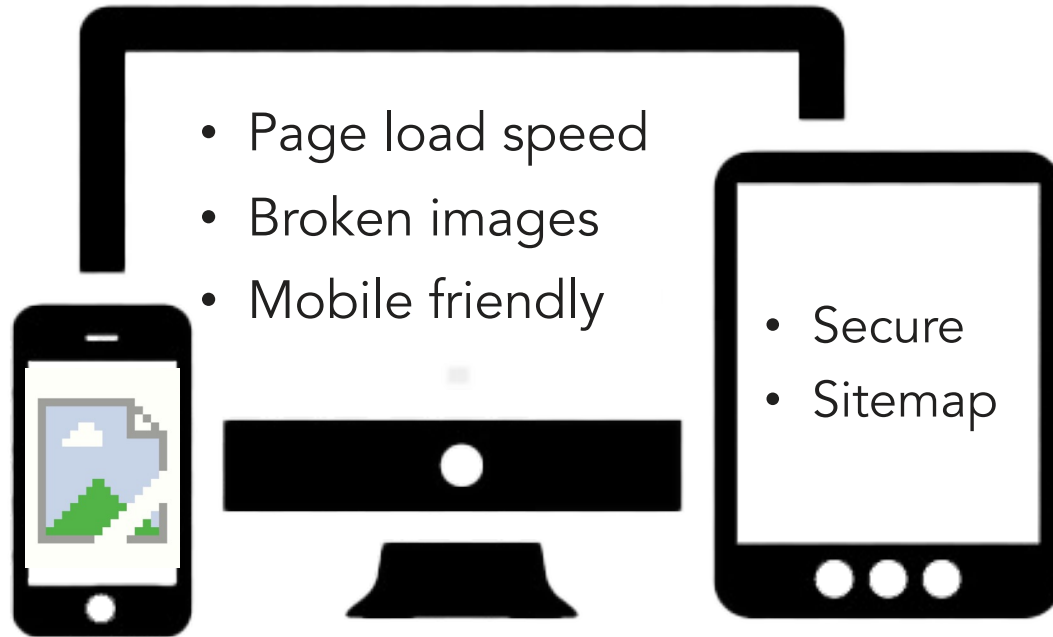
<https://freerangestock.com/>

<https://www.stockvault.net/>

<https://www.freeimages.com/>



## 8. Solve any tech issues



### Page load speed

- Resize images so they don't slow down your site
- Use a compression tool on your website to keep images sizes small so your images load quickly

### Fix broken images

- You may need to upload new ones to replace broken ones
- It's usually faster than trying to figure out the problem
- It's a great chance to use your new naming conventions with keywords

### Mobile friendly so photos resize

- Most WP themes automatically do this
- Have your web designer check to make sure
- Google prioritizes mobile first in ranking your pages

### Add images to sitemap with:

WP Dashboard > Rank Math > Sitemap Settings > General and enable the Images in Sitemap option

Use a compression tool on your website to keep image sizes small so your images load quickly

### Wordpress plugins:

[ShortPixel](#) (recommended)

[Imagify](#) (no longer has one-time credits)

[EWWW Image Optimizer](#)

[Kraken](#)

[Robin Image Optimizer](#)

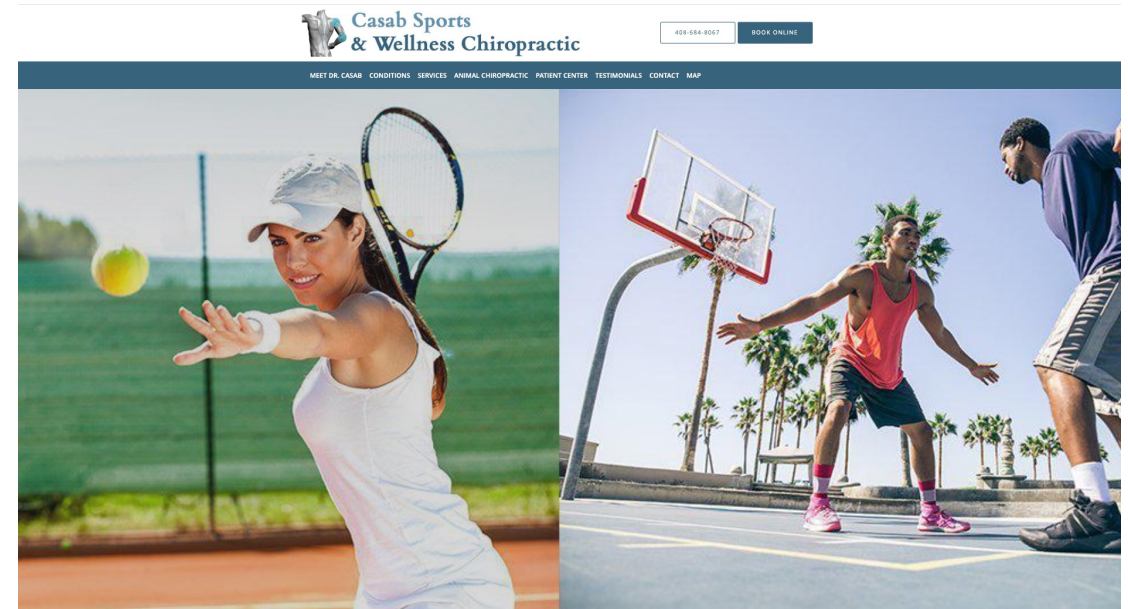
[Optimole](#)

[ImageRecycle](#)

[Optimizilla](#)

[Smush Image Compression and Optimization](#)

[Optimus](#) (limited to 100 KB images in the free version)

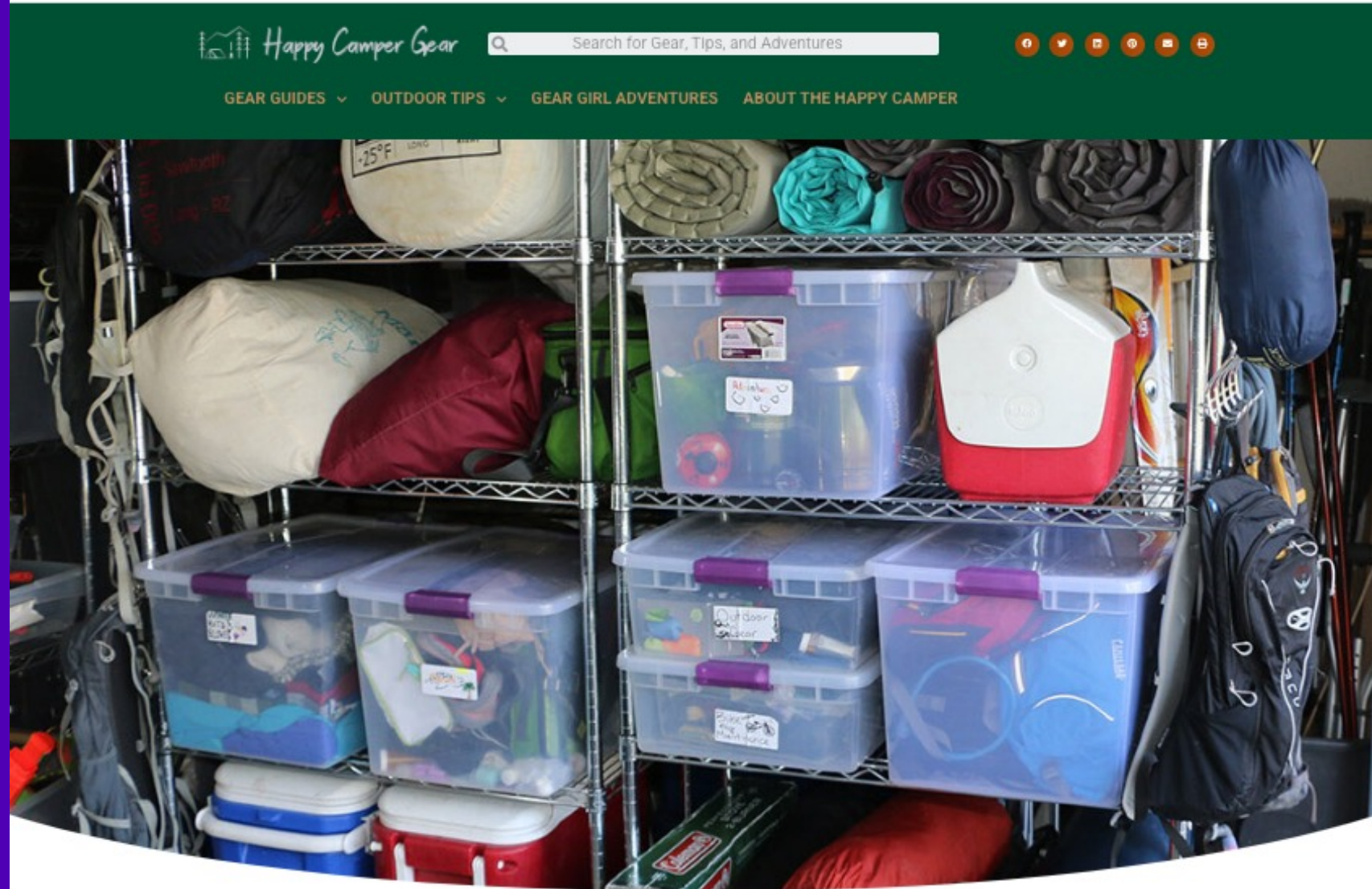


# Examples

## Blog post hero image

Image name:  
clean-store-camping-gear-off-season.jpg

Alt text:  
Clean camping gear stored off-season with winterized stoves, flashlights, and lanterns, cleaned sleeping bags, and repaired tents. (129 characters)



## How to Clean and Store your Camping Gear Off-Season

▲ Cecily Whiteside 📅 October 24, 2020

# Blog post intext images

senior-cat-care-food-weight-loss.jpg

## Senior Cat Care - Caring For Mature, Senior, and Geriatric Cats

senior-cat-care-mature-geriatric-cats.jpg



senior-cat-care-temperature-regulation.jpg



senior-cat-care-sleep-changes.jpg



senior-cat-care-prepare-family.jpg



senior-cat-care-keep-comfortable.jpg

senior-cat-care-vet-visit.jpg



senior-cat-care-sibling-grief.jpg



senior-cat-care-love.jpg



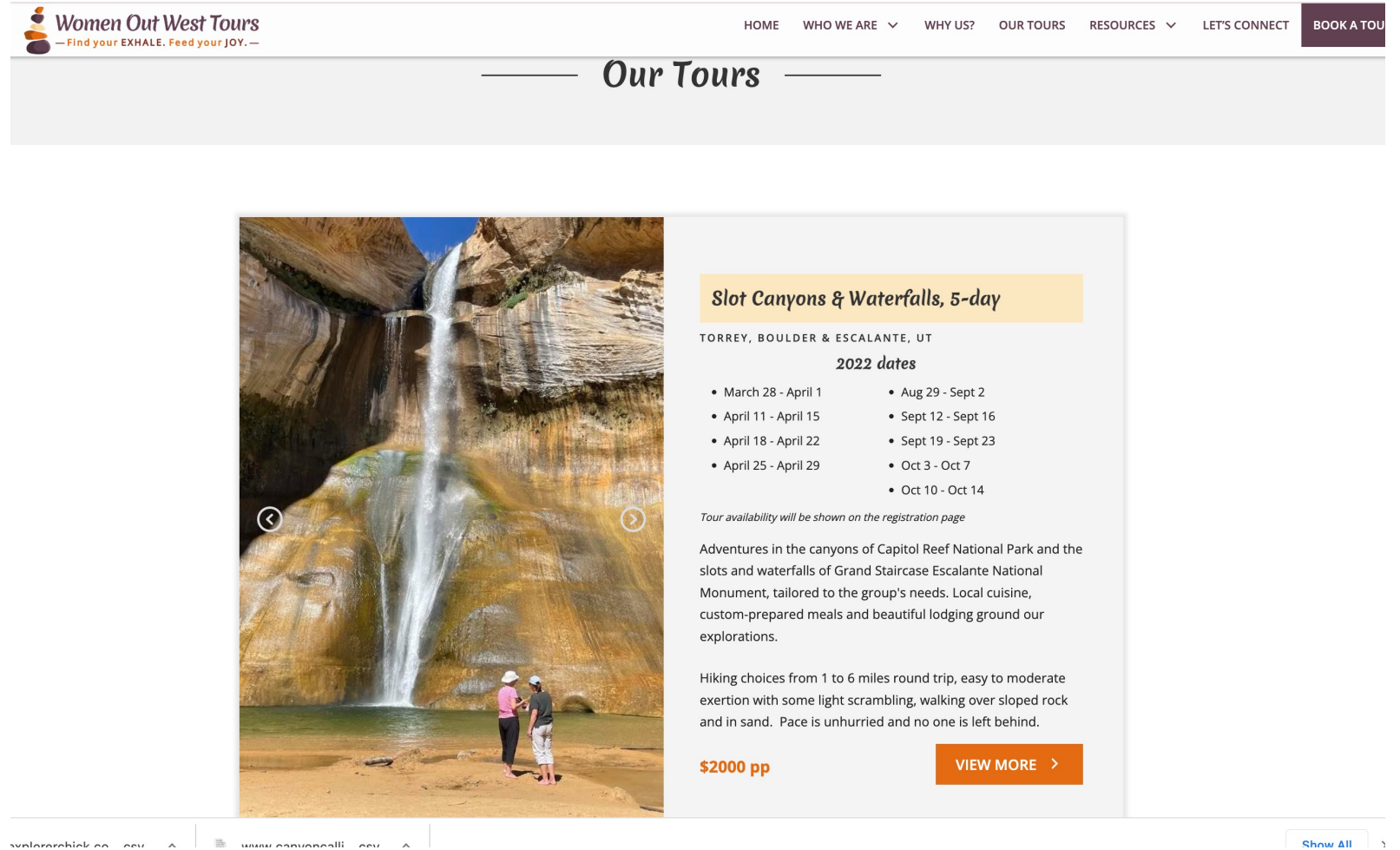
# Product page image

Business keywords are:  
Women outdoor adventure tours

Outdoor adventure tours

Women outdoor tours

Adventure tours



The screenshot shows the top navigation bar of the Women Out West Tours website. The logo is on the left, and the navigation menu includes HOME, WHO WE ARE, WHY US?, OUR TOURS, RESOURCES, LET'S CONNECT, and a BOOK A TOUR button. Below the navigation is a header with the text "Our Tours". The main content area features a large image of a waterfall in a slot canyon. To the right of the image is a text box with the following information:

**Slot Canyons & Waterfalls, 5-day**

TORREY, BOULDER & ESCALANTE, UT

**2022 dates**

- March 28 - April 1
- April 11 - April 15
- April 18 - April 22
- April 25 - April 29
- Aug 29 - Sept 2
- Sept 12 - Sept 16
- Sept 19 - Sept 23
- Oct 3 - Oct 7
- Oct 10 - Oct 14

*Tour availability will be shown on the registration page*

Adventures in the canyons of Capitol Reef National Park and the slots and waterfalls of Grand Staircase Escalante National Monument, tailored to the group's needs. Local cuisine, custom-prepared meals and beautiful lodging ground our explorations.

Hiking choices from 1 to 6 miles round trip, easy to moderate exertion with some light scrambling, walking over sloped rock and in sand. Pace is unhurried and no one is left behind.

**\$2000 pp** [VIEW MORE >](#)

At the bottom of the page, there are two small thumbnails for other tours and a "Show All" button.

Image name: women-outdoor-adventure-tours-slot-canyon-waterfall.jpg

Alt text: Two women standing in a slot canyon by a waterfall on 5-day Women Out West tour (81 characters)

# Product names with keywords

## Differentiate types of honey

mike-and-nikkis-campbell-wildflower-honey.jpg

mike-and-nikkis-christmas-holly-honey.jpg

mike-and-nikkis-clover-honey.jpg

Alt text: Varied sizes of Mike and Nikki's raw honey flavor of limited edition Christmas Holly Honey

Beekeeper's Honey  
\$46.00



Beeswax Lip Balm  
\$4.00



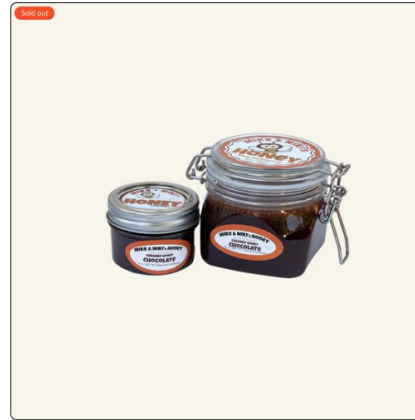
Buckwheat Honey  
From \$4.00



Campbell Wildflower Honey  
From \$4.00

Campbell Wildflower Honey - Exclusively Limited Edition  
From \$41.50

Canola Flower Honey  
From \$4.00



Chocolate Creamed Honey  
From \$7.00

Christmas Holly Honey  
From \$4.00

Clover Honey  
From \$4.00

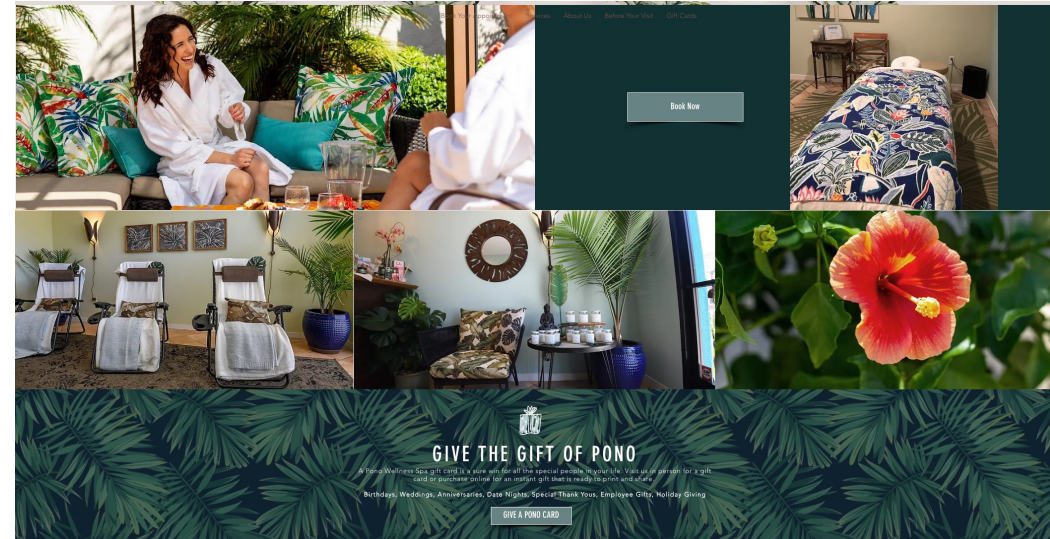
# Web page

Image names: pono-wellness-spa-



Alt text: Pono Wellness Spa treatment room with massage table for therapeutic spa treatment

massage-therapist.jpg  
massage-treatment-room.jpg  
outdoor-spa-waiting-area.jpg  
indoor-spa-waiting-area.jpg



Pono Wellness Spa outdoor spa garden waiting area for spa treatments and massage

# Gen AI for images

## Don't do it/Be careful

- Still being litigated
- Still gives some weird results
- Looks fine from a quick glance, but looking more closely...



Recognize the Fae in old tales:

Count the fingers, count the toes

Count the knuckles, count the knees

Check the shadows, check the mirror

Check the teeth, and check the eyes



# To AI or not to AI

AI is best used to craft blog outlines and grammar issues, not for images

1. You are promoting your brand
2. You want customers to trust you
3. AI images are not reflective your you and your brand
4. Best to have original images of you, your business, your products, your services

- Images for your business is not the place to hand over to AI
- AI gives you images that are not reflective of your products or services
- New tech takes time and effort to learn and takes away from running your business
- AI will be litigated over the next 2-5 years. Wait.
- Google is trying to figure out the genie they let out of the bottle. It's not going well
  - Google is laying off tech workers (Laid off about 1000 people last month with 1-2 rounds coming in the next few months)
  - This may mean Google is moving more roles to AI or that they are trying to bank funds for settling AI-based lawsuits
  - Either way, small businesses should think twice before jumping on the AI bandwagon right now

# Where do I put my time and effort today?

Determine  
your  
keywords

Set a photo  
naming  
convention

Add alt text  
to photos

Geotag your  
social media  
photos

# Your Own SCORE Mentor



**Take advantage of this free service in order to make the best possible decision about your business.**

<https://www.score.org/find-mentor>

<https://siliconvalley.score.org/find-mentor>

**You can review bios and request a free appointment with a mentor of your choice.**

# Requesting Your Online Review

**Thank you for attending our class!**

**If you have any issues with our class or SCORE, please email**

**[workshop405@scorevolunteer.org](mailto:workshop405@scorevolunteer.org)**

**If you believe that we have helped you in any way, please write a review on Google. This will help other entrepreneurial organizations find us and receive benefits.**

**[Google Review for SCORE Silicon Valley](#)**