



SEO

FOR IMAGES  
ONLINE WORKSHOP

 **BRAND**  
WEB DESIGN

**OPTIMIZE YOUR WEBSITE  
BY OPTIMIZING YOUR IMAGES**

**&**

**CREATE IMAGES THAT  
COMPLEMENT YOUR CONTENT**

## WHERE TO FIND AWESOME STOCK IMAGES

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- **PicJumbo** [picjumbo.com](http://picjumbo.com)
- **Unsplash** [unsplash.com](http://unsplash.com)
- **Gratisography** [gratisography.com](http://gratisography.com)
- **Jay Mantri** [jaymantri.com](http://jaymantri.com)
- **Magdeleine** [magdeleine.co](http://magdeleine.co)
- **Pexels** [pexels.com](http://pexels.com)
- **FoodiesFeed** [foodiesfeed.com](http://foodiesfeed.com)
- **Picography** [picography.co](http://picography.co)

## TIPS

- Use pictures that are relevant to the topic of your page
- Images should support your text, not detract from it
- Find images that your audience can connect with
- Be careful of copyright! Check that you are allowed to reuse images for your own use, and what the limitations are. Don't take images from Google.

## CREATING GRAPHICS FOR YOUR WEBSITE OR BLOG

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Find out what the final image sizes should be at their largest, and resize your images to those dimensions using Canva or your favourite image editing software.

### Keep a note of your website image sizes:

Blog featured image size: \_\_\_\_\_

Gallery image size: \_\_\_\_\_

Page / article image size: \_\_\_\_\_

Other image size: \_\_\_\_\_

If you aren't sure what your image size should be for your website or blog, get in touch with your web developer, or check your website theme documentation.

### TIPS

- ▶ Add your logo so your brand is always connected with the image no matter where it is shared
- ▶ Use your brand's colours (& fonts if possible)
- ▶ Be consistent with your brand's personality (look & feel, voice)
- ▶ Save the raw / unedited images separately from your edited files

## RESIZING YOUR IMAGES FOR THE WEB

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Images downloaded from Canva should already be the appropriate size.

For photos or images that you simply need to crop and resize, use an online tool like [kraken.io](https://kraken.io) or [resizeimage.net](https://resizeimage.net)

When saving your images, try to keep your file sizes as low as possible without sacrificing the quality. Services like Kraken allow you to adjust the quality to produce a smaller file.

Sometimes you can adjust the quality to as low as 60% and still have a clear image suitable for the web.

Images with text may need to have less compression.

### TIPS

- ▶ Website sizes are measured in pixels
- ▶ The quality is determined by the number of pixels per inch (ppi) - the higher the number, the better the quality. Web images are usually 72 ppi.
- ▶ For high-resolution displays, double the size of the image, instead of changing the ppi
- ▶ Use JPEG for photos or images with a lot of colours or gradients. Use PNG for images with transparency (usually logos).

## KEYWORDS

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Search engines use keywords to understand what your content is about in relation to the user's search query.

Keywords should be used in image file names and ALT text to tell Google what the image is about and how it relates to the surrounding text.

### **Tips for choosing keywords:**

- Use keywords that are relevant to your product, service, or topic.
- Use one main keyword per page, and use variations throughout the content on that page.
- Avoid technical jargon, use words and phrases that your audience would use to find you
- Use niche / more unique and descriptive keywords and phrases

## TIPS

- Google your service, product or business type - what other words do you see in the results?
- Check out your competition for keywords you might have missed
- Look at the related searches at the bottom of Google's results for similar words or phrases
- Check your Google Analytics account to see what people are searching to find you

## KEYWORDS

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Every page should have it's own primary keyword. Use a few variations and related words throughout your content to support the primary keyword, but avoid overusing them.

**For every page, keep track of the keyword and use with your images:**

Page: *Pineapple Lemonade recipe*

Primary keyword: *pineapple lemonade*

Variations / related keywords:

*lemonade, pineapple drink, tropical drink, drink, pineapple punch, pineapple*

*cocktail, fresh pineapple recipe*

Image 1 file name: *pineapple-drink-glass.jpg*

Image 1 alt tag: *Refreshing pineapple lemonade served in a glass jar*

Image 2 file name: *pineapple-drink-preparation.jpg*

Image 2 alt tag: *Fresh pineapple and oranges are used to prepare this drink*

## TIPS

- File names should be descriptive but not too long
- Avoid spaces in file names - use dashes instead
- ALT text is used to provide more information, and is required by Google for all images. Use complete phrases, up to approx. 16 words or 150 characters.
- Exception to ALT text requirement: images used for purely visual purposes (borders, backgrounds, decorative elements)



# KEYWORDS

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Page			
Primary Keyword		Variations / Related Keywords	
Image 1 Filename		Image 1 Alt Text	
Image 2 Filename		Image 2 Alt Text	

Page			
Primary Keyword		Variations / Related Keywords	
Image 1 Filename		Image 1 Alt Text	
Image 2 Filename		Image 2 Alt Text	

Page			
Primary Keyword		Variations / Related Keywords	
Image 1 Filename		Image 1 Alt Text	
Image 2 Filename		Image 2 Alt Text	

Page			
Primary Keyword		Variations / Related Keywords	
Image 1 Filename		Image 1 Alt Text	
Image 2 Filename		Image 2 Alt Text	

Page			
Primary Keyword		Variations / Related Keywords	
Image 1 Filename		Image 1 Alt Text	
Image 2 Filename		Image 2 Alt Text	

Page			
Primary Keyword		Variations / Related Keywords	
Image 1 Filename		Image 1 Alt Text	
Image 2 Filename		Image 2 Alt Text	



A person is sitting at a desk, working on a laptop. In front of them is a cup of tea with a tea bag. The scene is dimly lit, and the overall color scheme is a soft purple. The person's hands are visible on the laptop keyboard.

## Questions / Comments?

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Twitter: [@Brand\\_Web](https://twitter.com/Brand_Web)