

IMAGE SEO TIPS IN



WORDPRESS

4 BEST PRACTICES

TIP 1: CHOOSE THE RIGHT IMAGE FORMAT BEFORE UPLOADING YOUR IMAGE TO WORDPRESS



- Use the correct file format
 - JPG / PNG / SVG / WEBP
- Size the image correctly
 - Width and Height
- Use the correct Aspect Ratio
 - Portrait, square or landscape

TIP 2: NAME YOUR IMAGE FILES CORRECTLY WHEN NAMING YOUR IMAGE FILES, ENSURE TO



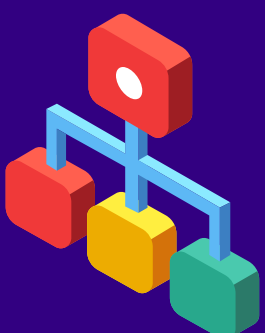
- Always use lowercase characters only
 - Some operating systems are case sensitive
- Use hyphens (-) to separate words
 - Do not use underscores (_)
- Include important keywords
 - In the image file name

TIP 3: ADD ALT TEXT TO IMAGES WHEN ADDING ALT TEXT, IT SHOULD...



- Be descriptive and relevant
 - It provides context to search engines
- Be brief
 - Maximum 250 words.
- Include keywords too
 - But avoid stuffing keywords in the alt text

TIP 4: HAVE AN IMAGE SITEMAP SITEMAP ENSURES GOOGLE CAN FIND ALL IMAGES



- Some SEO plugins add images to your sitemaps automatically
 - Yoast / Rank Math / All in One SEO
- A dedicated image sitemap is recommended
 - For images externally hosted / CDN