

# SEO optimization of images on the website.

## 7 basic rules

Optimized picture a Green Apple For anybody not a secret that optimizing for search engines the page content do not forget about the images on this page. It is especially useful for so-called uskoritelya sites whose content presupposes the existence of something explaining the theme images. SEO optimization of images on the website especially good for traffic from Google at the initial stage and in the presence of a large number of images because Google is smarter than all of index pictures. I remember I had a website on gardening theme pictures which flew into the index of Google soon after publication of articles and give first quite quality traffic. In this article I would like to describe all known to me ways quality optimize images. You must always complete the alternative text attribute `!timg src=image alt=description pictures gt` That is where the easiest way to register what the picture is. But it so happens that the image has no clear meaning such as training schematic symbols indicating what to do on this website. In this case, it is useful to prescribe in exact or alt dilute the main keyword of the article. But all this is a qualitatively affects the optimization only if the images surrounded by relevant text. It's very simple, the search engines can't do or can't determine the content of the picture because the conclusion is that the picture is relevant to a particular query when search for the pictures they make of the context, i.e. the text which surrounds the picture. This rule works in conjunction with the previous one. Will be very good if the picture is enclosed in a link the href attribute value which is equal to the value of the src attribute images in WordPress it is already done by default. Ie when you click on the picture in the article should open the page with this picture. In the code it looks like this `!a href=address картинкиgt!timg src=the image url gt!tagt` The presence of a small theme of the text is very close with the tag pictures. Again, all websites created by WordPress, this is fairly simple enough to add a caption to the image in the editor. In General this paragraph is similar to paragraph 2. However, it helps if the page is a large number of images. This item is not so important for SEO optimization of images on the website but will not be superfluous. The Title attribute can be placed about the same as in Alt. In the code it will look something like this `!timg src=picture title=picture description gt` In WordPresse all this is provided by the editor. Similar to claim 5 but now the Title is written in the link tag which contains image. If you are not lazy you can use but especially critical nothing will happen if you abandon it. In the code it

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