

Images

Images have always been an important aspect of a website and at the end of the day we are by nature visual beings; images will always carry important messages. Optimising the images on your website has always been an important factor and with the inception of Google Image Search this element has become more important than ever.

Please note however that I am not talking about old school techniques that people employed years ago and stuffing image alt tags with keywords.

All images should most certainly still have 'Alt Tags' but this should be done in the correct manner.

If you are an ecommerce business then this is definitely an art you want to master.....

Naming

Make sure that all of your images are named descriptively and in plain English, don't have all of your images named by their generic photo filenames such as img7645.jpg as if you do you are missing out on a trick.

Intelligent Alt Tags

Alt tags are still an important element of your image strategy and are designed to allow you to provide textual information that describes the image, if you are making use of images that truly relate to the content on the page then you will be able to build your keywords into these naturally without the need to force them. If you can't do this naturally don't put them in at all as they will be out of context and that is worse than having nothing.

Just like when you are naming the image use plain English and as we have already mentioned **Do Not** keyword stuff the alt tags.

A good tip that people often miss out on here is if your products use model numbers or part numbers and such like, if they do make use of them in your alt tags.