SEARCH ENGINE OPTIMIZATION CHECKLIST

» Compress every image file size as much as possible without jeopardizing quality.

» Name every image with a human-readable file name that is five words or less separated by hyphens (-). Place primary keywords at the beginning.

» Make sure every image has a short, keyword-rich description in its Alt Text field.

» Check that every image is placed near relevant textual content and that the same keywords used in the image’s Alt Text are sprinkled within and around neighboring paragraphs.

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