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Welcome back to our Online Marketing Tip of The Week series, offering some of the best industry tips on SEO that you can implement yourself. This tip is brought to you by the experts at 180Fusion.com, a provider of affordable SEO services, which include guaranteed SEO and many other quality online marketing programs, as well. Today, weâ€™ll be addressing a very important aspect of our affordable SEO services; but, itâ€™s definitely a topic that is not addressed nearly as often as it should be. One essential factor in providing quality affordable SEO services to our clientele includes the optimization of images:

There are a few reasons search engines highly rank websites that implement proper image names and alt tags. Tagging helps them understand what the image is so they can index it and searchers can find it. Thereâ€™s also the issue of accessibility, which our affordable SEO services take very seriously. Search engines want your content to be accessible to as many people as possible and reward those websites that are most accessible. If you optimize your images correctly, it helps the blind and users with textâ€•only browsers to understand what the image is, so they have a more accurate knowledge of the page.

If either you or one our professionals implementing our Affordable SEO Services composes an article called "Knife Throwing 101" with images of all the knives that certain methods require. If your images are, by default, named something like image01.jpg, for instance, it doesn't tell us what the image entails. A better alternative for a picture of a butterfly knife would be butterfly-knife.jpg. That way, both search engines and disabled people know what the image is, even if they can't see it. It might sound like common sense, but give your images accurate names and search engines will reward you. Affordable SEO services from 180Fusion are all about inclusion.

Additionally, when our experts implement our affordable SEO services, they provide alt tags for images, which provide a name for your pictures and let everyone know â€“ search engines and disadvantaged users alike â€“ just what your images are. Again, this results in a higher ranking and more traffic for your site. Our affordable SEO services donâ€™t just stop there; read our other content on the topic to see how.

If you have any more questions about our affordable SEO services and guaranteed SEO, or if you already know that affordable SEO services from 180Fusion are the right package for you, then call us today at 877.321.4180; a friendly representative can assist you in arranging the ideal affordable SEO services package for your business, and in no time at all, you can finally Take Advantage of The Internet!

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