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Image Optimization by Katherine Jones

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Every year, companies around the world are discovering that their businessâ€™ website is serving little to no purpose. Often times, the sites havenâ€™t pulled in any profit for the companies, simply because they arenâ€™t generating any traffic. And why should they?

These sites are often poorly made, and jam packed full of useless information making it difficult for Google to categorize the site properly. This leaves the site with a low ranking in Googleâ€™s index, causing the business to lose potential customers.

Immediately after realizing the error of their ways, marketing personnel will scramble to get a hold of an SEO company in order to solve their problems.

What some people donâ€™t know is that your average, traditional SEO firm focuses primarily on Text Optimization, often pushing Image Optimization to the back of the bus if not right out the door. Image optimization is an entire corner of the SEO industry, why not take full advantage?

Core Principles of Image Optimization

Image Optimization is a useful tool that has been utilized in web design for several years. Optimizers are aware that by incorporating the use of relevant images into their web pages, they are accessible not only to the text engine search, but image search as well.

In order to understand how Image Optimization works, and to successfully apply it in web design, you should first understand that not every pixel will require optimization.

Here are a few fundamentals to consider when optimizing images.

Four Basics:

1) Quality - Is the image of acceptable quality?

2) Relevance - Is the image relevant to the content surrounding it?

3) Appropriate labelling - Is the label relevant to the image?

4) Image Format - Consider adopting a template for strategic placement.

Its true that a Picture is worth a thousand words, so be sure to find an SEO agency that fully utilizes every tool at its disposal!

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Katherine Jones - About Author:
Katherine Jones has been working in many search engine optimization companies for several

years. He has built a talented team with decades of experience in SEO industry.His passion and high standards echoed across the entire a SEO Company.He believes that to become the a search engine optimization company, you need to have a good rapport with your client along with timely delivery of services.

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