

# 3 OVERLOOKED IMAGE SEARCH ENGINE OPTIMIZATIONS

Don't waste this valuable SEO asset!

## IMAGE FILE STRUCTURE

File path and file name matter

File names should reflect the content of the image. It is not enough to place an image in a generic media folder. Organize media folders with descriptive names to make the file path more specific.

## PAGE TITLE & DESCRIPTION

Both are used in image search algorithms

It is better to create a descriptive page title and page description than leaving these items up to change. Google's support pages state that they use these items to create their search results snippets and to rank images in search.

## IMAGES IN SITEMAP

Images belong in your sitemap

Placing your images in your site's sitemap greatly increases the chances of Google crawling and indexing these images. More indexed images means increased site traffic. Increased site traffic means increased leads and sales!



### BONUS TIP!

Make sure that images (and alt text) are relevant to the page on which they appear.

*CourseVector* 

More information can be found here:

<https://coursevector.com/be-found-online-with-image-optimization/>