

Casey's SEO Image Optimization Checklist

Optimize your website's images for better search rankings and user experience.

Based on [How To Optimize Images For Better Search Rankings In Cordera](#) by Casey's SEO

1. Image Audit & Analysis

Understand your current image performance and identify optimization opportunities.

- Evaluate image file sizes and identify oversized images.
- Check current image formats and their suitability.
- Review existing alt text for accuracy and keyword relevance.
- Assess image loading speeds across different devices.
- Identify images that are not contributing to search visibility.
- Analyze current impact of images on page speed and Core Web Vitals.

2. File Naming Conventions

Implement a systematic naming convention for all image files.

- Create descriptive file names that include target keywords.
- Incorporate location into file names where relevant (e.g., for local businesses).
- Use hyphens to separate words in file names.
- Avoid generic names like 'image1.jpg' or 'IMG_2847.png'.
- Ensure file names accurately reflect the image content.

3. Alt Text Strategy

Develop and implement a consistent strategy for image alt text.

- Write descriptive alt text that accurately describes the image.
- Naturally incorporate primary keywords into alt text where relevant.
- Include brand, model, and key features for product images.
- For informational images, describe visual elements and their relevance.
- Ensure alt text meets WCAG 2.1 AA accessibility standards.
- Avoid keyword stuffing in alt text.

4. Format Selection & Compression

Choose the right image formats and compress them effectively.

- Utilize WebP format for modern browser compatibility and superior compression.
- Use JPEG for broader compatibility when WebP is not supported.
- Use PNG only when transparency is essential.
- Compress images to an optimal quality level (e.g., 80-85%) to balance size and visual fidelity.

- Consider AVIF format for even better compression with fallback strategies.
- Ensure metadata is preserved during compression where valuable for SEO.

5. Responsive Image Implementation

Ensure images display optimally across all devices and screen sizes.

- Create multiple image sizes for different resolutions.
- Implement 'srcset' attributes to serve appropriate image sizes.
- Prioritize loading of above-the-fold content using lazy loading for hero images.
- Test image loading and display on various mobile devices.
- Verify that images do not disrupt page layout on any screen size.

6. Structured Data Integration

Enhance search engine understanding of your images with structured data.

- Add schema markup for product images.
- Implement schema for local business photos.
- Use structured data for informational graphics.
- Ensure image schema includes relevant properties like 'url', 'name', and 'description'.

7. Performance Monitoring & Refinement

Continuously track image performance and make necessary adjustments.

- Monitor Core Web Vitals, focusing on Largest Contentful Paint (LCP).
- Track Google Images traffic via Google Search Console.
- Analyze user engagement metrics (bounce rate, time on page).
- Measure impact on conversion rates.
- Regularly review image performance against established KPIs.
- Refine optimization strategies based on performance data and algorithm updates.

8. Industry Standards & Compliance

Adhere to accessibility guidelines and industry best practices.

- Ensure all images have descriptive alt text for ADA compliance.
- Follow WCAG 2.1 AA guidelines for web accessibility.
- Keep informed about evolving search engine image ranking factors.
- Consider authentic, textured visuals for higher engagement.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Page Speed Optimization Techniques That Actually Work in 2025 – Casey's SEO

<https://caseysseo.com/page-speed-optimization-techniques-that-actually-work-in-2025/>

■ Mobile SEO for Local Search: Capturing On-the-Go Customers – Casey's SEO

<https://caseysseo.com/mobile-seo-for-local-search/>

■ Find Your Local Results

<https://caseysseo.com/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

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