

DEAN & CAMPER LOGO - SEO IMPLEMENTATION GUIDE

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FILES CREATED:

1. dean-camper-logo.png - Primary lossless version
2. dean-camper-logo.webp - Modern compressed format
3. dean-camper-logo.jpg - Progressive JPEG
4. dean-camper-logo-large.png - 2000px width (hero sections)
5. dean-camper-logo-medium.png - 1200px width (headers)
6. dean-camper-logo-small.png - 600px width (thumbnails)
7. dean-camper-logo-og.png - 1200x630 (Open Graph/social media)
8. dean-camper-logo-square.png - 512x512 (favicons/profiles)

RECOMMENDED HTML IMPLEMENTATION:

```
<!-- Primary Logo with WebP fallback -->
<picture>
  <source srcset="dean-camper-logo.webp" type="image/webp">
  
</picture>

<!-- Responsive Logo -->
<picture>
  <source media="(min-width: 1200px)" srcset="dean-camper-logo-large.png">
  <source media="(min-width: 768px)" srcset="dean-camper-logo-medium.png">
  
</picture>
```

OPEN GRAPH / SOCIAL MEDIA TAGS:

```
<meta property="og:image" content="https://yoursite.com/dean-camper-logo-og.png">
<meta property="og:image:width" content="1200">
<meta property="og:image:height" content="630">
<meta property="og:image:alt" content="Dean & Camper P.A. - Injury Lawyers">
```

```
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:image" content="https://yoursite.com/dean-camper-logo-og.png">
```

STRUCTURED DATA (JSON-LD):

```
-----
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LegalService",
  "name": "Dean & Camper, P.A.",
  "description": "Personal Injury Lawyers",
  "logo": "https://yoursite.com/dean-camper-logo.png",
  "image": "https://yoursite.com/dean-camper-logo.png",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5",
    "ratingCount": "1"
  }
}
</script>
```

ALT TEXT BEST PRACTICES:

```
-----
✓ "Dean & Camper P.A. - Injury Lawyers"
✓ "Dean & Camper P.A. - 5 Star Personal Injury Attorneys"
✓ "Dean & Camper Injury Lawyers - Florida Personal Injury Law Firm"
```

```
✗ Avoid: "logo", "image", "picture" (screen readers already announce this)
✗ Avoid: Keyword stuffing
```

FILE NAMING FOR SEO:

```
-----
✓ dean-camper-logo.png (descriptive, includes brand name)
✓ dean-camper-injury-lawyers-logo.png (includes service keywords)
✓ Uses hyphens (not underscores) - search engines treat as word separators
```

AI SEARCH OPTIMIZATION:

```
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For AI agents (ChatGPT, Claude, Perplexity, Bing AI):
```

1. Use semantic HTML with proper alt text
2. Include structured data (JSON-LD above)
3. Ensure logo is referenced in site schema
4. Use descriptive filenames
5. Serve WebP with PNG fallback
6. Include Open Graph tags for AI citations

IMAGE SITEMAP ENTRY:

```
<url>
  <loc>https://yoursite.com/</loc>
  <image:image>
    <image:loc>https://yoursite.com/dean-camper-logo.png</image:loc>
    <image:title>Dean & Camper P.A. Logo</image:title>
    <image:caption>Dean & Camper P.A. - Five Star Rated Personal Injury
Lawyers</image:caption>
  </image:image>
</url>
```

PERFORMANCE TIPS:

- Use WebP (30-50% smaller than PNG)
- Add width/height to prevent layout shift
- Use loading="eager" for above-fold logos
- Use loading="lazy" for below-fold instances
- Serve via CDN for faster global delivery
- Enable browser caching (1 year for logos)

FILE SIZE COMPARISON:

WebP: Smallest (best for web)

PNG: Medium (lossless, good for print)

JPEG: Smallest (but loses on transparency)

RECOMMENDED PRIMARY USE:

Website Header: dean-camper-logo.webp (with PNG fallback)

Social Media: dean-camper-logo-og.png

Favicon: dean-camper-logo-square.png (resize to 32x32, 64x64)

Print Materials: dean-camper-logo.png (full resolution)

Email Signatures: dean-camper-logo-medium.png