SEO Basics

Improving Site Structure

Optimizing Content

Dealing with Crawlers

SEO for Mobile Phones

Promotions and Analysis

Best Practices

Use brief, but descriptive filenames and alt text

Like many of the other parts of the page targeted for optimization, filenames and alt text (for ASCII languages) are best when they're short, but descriptive.

Avoid:
- using generic filenames like "image1.jpg", "pic.gif", "1.jpg" when possible—some sites with thousands of images might consider automating the naming of images
- writing extremely lengthy filenames
- stuffing keywords into alt text or copying and pasting entire sentences

Supply alt text when using images as links

If you do decide to use an image as a link, filling out its alt text helps Google understand more about the page you're linking to. Imagine that you're writing anchor text for a text link.
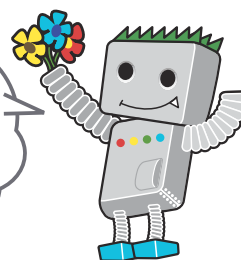
Avoid:
- writing excessively long alt text that would be considered spammy
- using only image links for your site's navigation

Supply an Image Sitemap file

An Image Sitemap file can provide Googlebot with more information about the images found on your site. Its structure is similar to the XML Sitemap file for your web pages.

Learn how to optimize images on your site!

Links

- **Google Image Search**
  http://images.google.com/
- **JPEG**
  http://en.wikipedia.org/wiki/JPEG
- **GIF**
  http://en.wikipedia.org/wiki/GIF
- **PNG**
  http://en.wikipedia.org/wiki/Portable_Network_Graphics
- **BMP**
  http://en.wikipedia.org/wiki/BMP_file_format
- **Image Sitemap**
  http://www.google.com/support/webmasters/bin/answer.py?answer=178636