

# Image Optimization Checklist

## 1. \_\_\_ **Descriptive File Names**

- Use clear, keyword-rich names (e.g., blue-running-shoes.jpg).

## 2. \_\_\_ **Alt Texts**

- Provide descriptive and relevant alt texts.
- Incorporate primary keywords naturally.

## 3. \_\_\_ **Titles and Descriptions**

- Include informative titles.
- Add detailed descriptions with secondary keywords.

## 4. \_\_\_ **File Formats**

- Choose appropriate formats (JPEG, PNG, WebP).

## 5. \_\_\_ **Compression**

- Optimize file sizes without compromising quality.

## 6. \_\_\_ **Structured Data**

- Implement schema markup for each image.

## 7. \_\_\_ **Image Sitemaps**

- Create and submit image sitemaps to search engines.

## 8. \_\_\_ **Lazy Loading**

- Enable lazy loading for off-screen images.

## 9. \_\_\_ **Responsive Images**

- Ensure images adapt to various screen sizes using srcset and sizes.

10. \_\_\_\_ **CDN Utilization**

- Use a Content Delivery Network to distribute images globally.

11. \_\_\_\_ **Consistency**

- Maintain a consistent visual style aligned with your brand.

12. \_\_\_\_ **Accessibility**

- Ensure images meet accessibility standards (alt texts, color contrast).

13. \_\_\_\_ **Regular Updates**

- Update and refresh images periodically to keep content relevant.

14. \_\_\_\_ **Backup Images**

- Keep backups of original, high-resolution images.