Image SEO Planning Template

Project Name: e.g., Spring Collection Launch

Date: e.g., April 27, 2024

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1. Goals and Objectives

- **Primary Goal:**
  e.g., Increase organic traffic by 20% through optimized product images.

- **Secondary Goals:**

  - o   Enhance user engagement with high-quality visuals.
  - o   Improve search engine rankings for image-related queries.

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2. Keyword Research

- **Primary Keywords:**
  e.g., "red leather handbag," "organic skincare products"

- **Secondary Keywords:**
  e.g., "luxury handbags online," "natural skincare routine"

- **LSI Keywords:**
  e.g., "handmade leather bags," "chemical-free skincare"

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3. Image Selection

- **Products to Feature:**

    1. Product Name 1
    2. Product Name 2
    3. Product Name 3
- **Image Types:**

    1. Product-only shots
    2. Lifestyle images
    3. 360-degree views

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4. File Formats and Compression

- **Chosen File Formats:**
  e.g., JPEG for photographs, PNG for images requiring transparency, WebP for faster loading.

- **Compression Tools:**
  e.g., TinyPNG, ImageOptim, Adobe Photoshop

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5. Naming Conventions

- **File Naming Strategy:**
  e.g., "product-name-color-feature.jpg"

- **Examples:**

    o red-leather-handbag-gold-zipper.jpg
    o organic-facial-cleanser-120ml.png

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6. Alt Text, Titles, and Descriptions

- **Alt Text Guidelines:**
  Be descriptive, include primary keywords naturally, avoid keyword stuffing.

- **Examples:**

  - Good: "Red leather handbag with gold zipper details"
  - Bad: "handbag1.jpg"

- **Title and Description Strategy:**
  Include relevant keywords, provide additional context, keep it concise.

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7. Structured Data and Schema Markup

- **Schema Type:**
  @type: ImageObject

- **Implementation Steps:**

  - Add JSON-LD structured data to each image.
  - Ensure all required fields are filled accurately.

- **Example Schema Markup:**

```json
{
  "@context": "http://schema.org/",
  "@type": "ImageObject",
  "contentUrl": "https://yourwebsite.com/images/red-leather-handbag.jpg",
  "creator": {
    "@type": "Organization",
    "name": "Your Brand"
  },
  "creditText": "Photo by Your Brand"
}
```

8. Image Sitemaps

- **Sitemap URL:**
  https://yourwebsite.com/sitemap-images.xml

- **Submission Process:**
  Submit the image sitemap through Google Search Console.

9. Technical Optimizations

- **Lazy Loading:**
  Enable using the loading="lazy" attribute.

- **Responsive Images:**
  Use srcset and sizes attributes to serve appropriate image sizes.

- **Content Delivery Network (CDN):**
  Implement a CDN like Cloudflare or Amazon CloudFront for faster image delivery.

10. Accessibility Considerations

- **Alt Text Compliance:**
  Ensure all images have meaningful alt texts.

- **Color Contrast:**
  Verify sufficient contrast in images for readability.

11. Review and Audit

- **Regular Audits:**
  Schedule monthly reviews to ensure all images remain optimized.

- **Performance Metrics:**
  Track image-related SEO performance using tools like Google Analytics and Google Search Console.

Notes:

- Include any additional notes or special instructions relevant to the project.