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So, without wasting much time lets jump into the first step of photo SEO service.

## Working of SEO On Images

The Google's search bots look for HTML tags of the pictures which include the source of the image such as img, src and the ALT Tags. After this they pull the picture, classify and index it. The classification may include the identification of the photo, its dye, is it a living or an artificial and is it safe to search or the search feature filter out the photo.

## Optimizing Images of a website

Before optimizing the pictures it is advisable to have a clarity image which should be relevant to the content of the website design. In terms of image file formats the most common of them are JPEG, PNG and GIF. Before updating your images in your business website a slogan to it must be included, it must be descriptive and catchy. Try to insert important keywords at the beginning and ensure that the entire caption is less than 2,000 characters. Google further looks for the caption, location and whether the photo is credited in the image itself. This adds context to the photos that are separately founded from their related content as well.

There are other measures that can be personally handled to ensure the right optimization for your website to ensure that the images are optimized for search engines and the user. You must make a note on the size of the picture. If the picture is too large the loading time slows down it is therefore advised to resize the picture. Try to implement thumbnails which will enable the web pages to load at a faster pace, but keeping the visibility of the visitors by creating them in a larger format. To get the best result the picture should be according to the browser size. Photos which are less than 60 pixels by 60 pixels with those crazy aspect ratios are likely to be turned off by the search engines. Another way to have a good optimization is to increase the chance by placing the images at the top of the page and should be close to the headline. Make sure that the image should be at the fold so that the users should not scroll down for it. During the optimizing the search engines might look for contents that are pertaining to the image, so it is necessary to keep the image perpendicular to the content. Always utilize the HTML ALT Tag for the image and use at least 4 descriptive phrases for the image.

By going through the above informative discussion about photo optimization, it is for sure that one must need a SEO service. Search Engine Optimization Atlanta could be vital for your image as well as for your website optimization.

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Fellicia Smith as briefed out that how photo optimization works and how the search engines function. She currently works for <http://www.alvicreatives.com/> which is a SEO and a [Website design Atlanta](#).

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