



TREVORLORKINGS
DIGITALALCHEMIST.LIVE

Graphic & Web Design for Small Business

WEBSITE IMAGE FILENAME & ALT TAGS



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When adding images to websites there are two key considerations in terms of ensuring they appear friendly to search engines.

Every image you use, not matter how insignificant you think it may be to the visual appeal of your site, provides an opportunity to improve your site's SEO.

FILENAME and ALT TAG

The filename and Alt tag of the image should be descriptive of the image including key words which are relevant to the image/page/site.

```
<div class="col-6 col-sm-5 col-md-4 col-lg-2 col-xl-2">  
  <a href="/">  
     ...  
  </a>  
</div>
```



FILENAMES

Editing an image filename shouldn't be too difficult, there's no HTML coding or technical skills required. Neither does it take too much effort. However, it is all too common to see website images with filenames such as

DSC00123.jpg

IMG-0993-09239-38989.jpg

Logo.png

Icon.png

These names lack any descriptive information for a search engine to understand what the image is portraying.

I mean, would you know what these images look like based upon these file names?



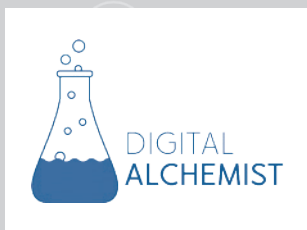
DESCRIPTIVE FILENAMES



- ⊗ DSC00123.jpg
- ✓ Digital-Alchemist-web-design-rutland.jpg



- ⊗ IMG-0993-09239-38989.jpg
- ✓ savile-row-notebook-planner-collection.jpg



- ⊗ Logo.png
- ✓ digital-alchemist-web-graphic-designer.jpg



- ⊗ Icon.png
- ✓ digital-alchemist-social-media-twitter.jpg



It is a simple task to amend filenames prior to publication and it will help search engines understand more about the image and your website.

WHAT IS AN IMAGE ALT TAG

Alt is an abbreviation of Alternate. In the early days of the Internet modems were really slow and web browsers had the option of avoiding the automatic download of images on a web page to save time, as in those days you typically paid for the Internet by the minute.

A place holder would appear instead of the image along with its Alt text set by the web designer. It gave a description of the image to aid the viewer with their choice to manually download it.

Even though the Internet is far quicker and web pages load images automatically, the Alt tag text is still a key tool in describing the image which search engines interrogate.

Including descriptive Alt tags is a good way to improve your site's search engine friendliness.



HOW TO ENTER IMAGE ALT TAGS

The inclusion of Alt tags when inserting an image into a web page is not complicated yet will vary depending on your web development platform.

Here is a Wordpress screen shot from an image in the media library. You can see the Alternative Text entry. This is also replicated in Title and Caption as some WP templates may use these fields for other purposes.

File name: futura-planner-savile-row-hard-cover-wire-bound.01.jpg
File type: image/jpeg
Uploaded on: 6th October 2019
File size: 285 KB
Dimensions: 1200 by 1200 pixels

Alternative Text

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

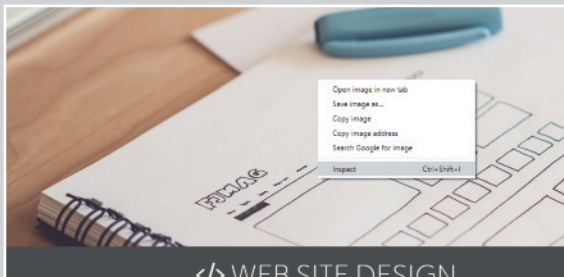
Description



CHECKING YOUR OWN WEBSITE

Are you now wondering about your own website. Maybe you are not too worried as you paid large sums of money to a web designer to build your site for you. Be worried. I often see web designers and SEO guru's work missing Alt tags, or lazy filenames such as logo.png

In Chrome browser, right click on an image and choose Inspect, in Firefox it's Inspect Element. This will open a panel with the HTML code for the image. You will see the Filename (and path) in the src="..." tag and you can look for the alt="..." tag too. If it's missing or not descriptive then you are missing a trick.



```
<!doctype html>
<html lang="en">
  <head>...</head>
  <body data-aos-easing="ease" data-aos-duration="400" data-aos-delay="0">
    <div class="container-fluid">
      <div class="row" id="page-header">...</div>
      <div class="row fixed-top" id="page-navbar">...</div>
      <div class="row" id="page-breadbar">...</div>
      <div class="row" id="page-banner">
        <div class="col-12 p0">
          
        </div>
      </div>
```



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