

# Be Smart With Image SEO

- Keyword rich filename
- Keyword rich Alt tag
- Keyword rich Title tag
- Caption with image which includes keyword
- Keyword optimized text on page
- Keyword optimized URL of the page
- Keyword within the H1 (post/page title)
- Keyword within one H2 on the post/page
- Small resolution (1280px or 2048px for iPad optimized)
- Small file size (256kb at most)
- Compressed images
- Images within sitemap
- OpenGraph & Twitter Card usage
- EXIF/IPTC retained in image files
- Responsive/Flexible images
- Retina images

Bad Filename	Good Filename	ALT Tag
DSC0123.jpg	hoboken-engagement-photography.jpg	Hoboken Engagement Photography
engagement-01.jpg	hoboken-new-jersey-engagement-photography.jpg	Hoboken New Jersey Engagement Photography

Read more details about each item at [imagely.com/image-seo](http://imagely.com/image-seo)

Simplified Example

## H1 Hoboken Engagement Photography

I am so pleased to share this beautiful Hoboken engagement photography session with you...

As you browse the photos, please pay attention to the wardrobes, the textures, the love between the couple, and their inclusion of their pet dog, Maggie...

## H2 Hoboken Engagement Photography - Your Way



**Caption** A super fun Hoboken engagement photography session with Ross & Hydee

You too can enjoy a personalized engagement photography session in Hoboken, New Jersey. Give me a call anytime to talk about how I can help you....