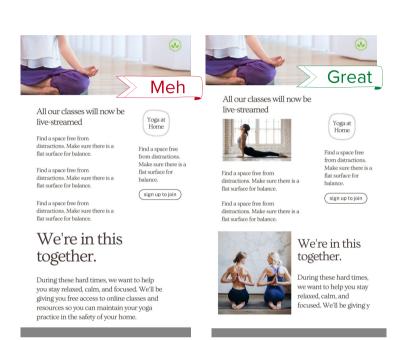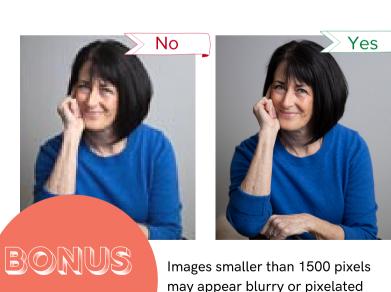# 10

TOP TEN PRACTICAL TIPS

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Website Photos

This simple guide will walk you through a quick and practical evaluation of your website photos.

LET'S GET TECHNICAL

WE get it, websites and technical stuff might not be your favorite thing, after all you're an expert at your business, not a photographer or image specialist. With this simple checklist you can evaluate the images of your website or handover to your website expert, with the confidence you're asking the right questions. Knowledge is indeed power.

QUICK CHECK

PHOTO ON EVERY PAGE

Scan each page of your website do they each have at least one photo on them? They should!

Photos break up blocks of text and keep the visitors eye moving down the page. Don't bore or overwhelm your visitors keep them engaged with all you have to offer!

SIZE MATTERS

Check that images are correctly sized for your website template or platform. An image that is too big will slow down your load time. A slow website can result in the visitor loosing interest and moving on to your competitor's page.
Pro Tip: A good starting place is 72-150 DPI and 2000 - 2500 PX on the long side.

USE KEYWORDS FOR IMAGE FILE NAMES

When images are uploaded to your website they carry a filename. When bots crawl your site it see the file name. Web bots don't "see" images, it only sees words you provide. It's important the name of the file is relevant to the photo, use keywords.

CAPTION THE IMAGE

Similar to the filename, bots "see" the caption, it's also use for screen readers.
Pro Tip - Save the caption but then hide it.

Meh

Great

No

Yes

BONUS TIP!

Images smaller than 1500 pixels may appear blurry or pixelated when they stretch to fill containers, such as banners.

10

The Nuts + Bolts Checklist to Website Photos

Check off each as you evaluate your website

- [ ] Photos are 72 DPI +

- [ ] Photos are not distorted or skewed

- [ ] All images are sharp and clear

- [ ] Photos break up text blocks, on every page

- [ ] Images are large and eye catching but don't cause the site to load slow

- [ ] Images use alt tags

- [ ] Each image has a relevant photo caption

- [ ] Image file names use keywords

- [ ] Your CTA and headline stand alone and are not part of the image itself

- [ ] All images are used with permission from the photographer

Want more of this?

Setup your free 15 minute website photo evaluation with Mac & V.