Image SEO Checklist

Run every image through this list before the page goes live.

BEFORE YOU ADD AN IMAGE

- [ ] The image is original and adds information the text doesn't
- [ ] You own it, have permission, or it's properly licensed
- [ ] It sits next to the text it explains

PREPARE THE FILE

- [ ] Resized to the largest size it's shown at (about 2x for sharp screens)
- [ ] Converted to WebP or AVIF
- [ ] Compressed (quality around 75–85%), ideally under 200 KB
- [ ] File name is descriptive, lowercase and hyphenated

ON THE PAGE

- [ ] Alt text describes the image in one sentence, under about 125 characters
- [ ] Decorative images use an empty alt attribute (alt="")
- [ ] Width and height are set so the page doesn't jump
- [ ] Images below the fold are lazy-loaded; the main image isn't
- [ ] The main image uses fetchpriority="high"
- [ ] Images that matter for search use <img>, not a CSS background

AFTER YOU PUBLISH

- [ ] Product and article images are in the page's structured data
- [ ] PageSpeed Insights shows no oversized or unsized images
- [ ] Search Console (search type: Image) is checked every few months