

Optimizing an Image

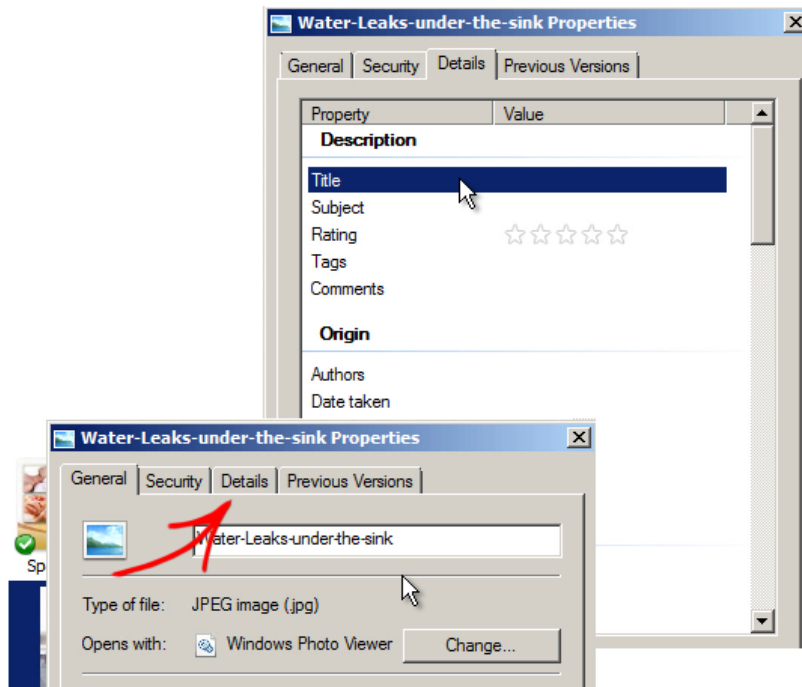
Optimizing your images gives you one more way to be found and it adds relevance to your web sites' content.

1) File name



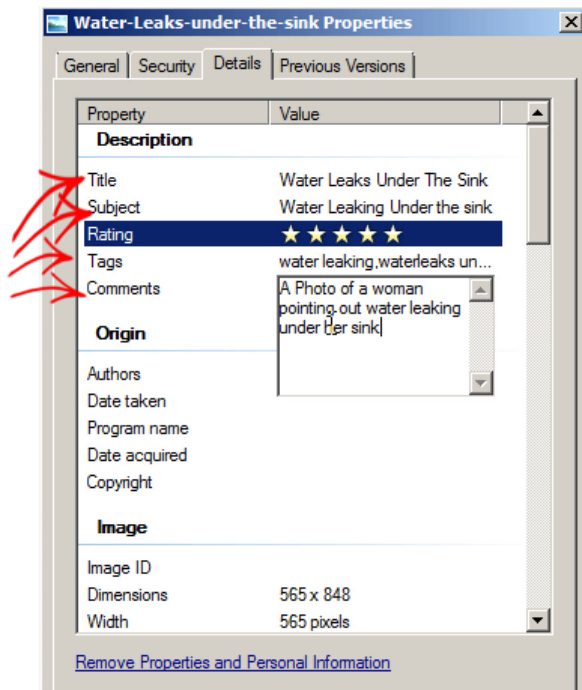
Add your KW title to the image file before you upload it. Hyphenate or First-Cap each KW

2) Change the Properties



Right-click the image and select 'Properties'. Different image types have different sets of properties; JPGs are easiest.

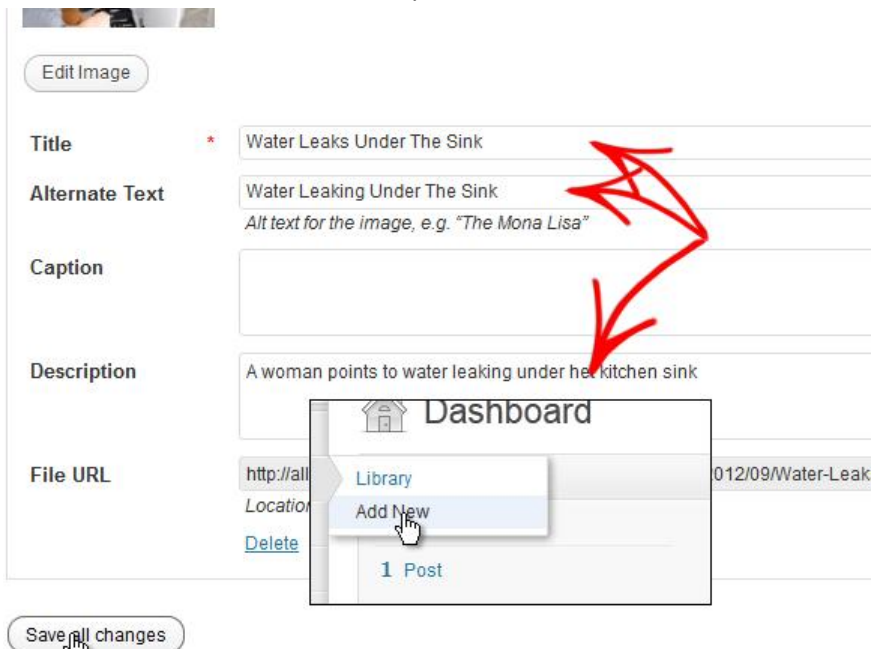
3) Add your KW-rich title, subject, tags and comments



4) Save

5) Upload to the web

6) Add Your Title, Alt-Text and Description. Use variations of the KWs



7) Add a Caption if it appropriate for the page