

Image Optimization Checklist

Google use the images on your website to better understand your content and what keywords to rank you under.

- ☐ Add keyword to file name
- ☐ Add keyword to ALT tag
- ☐ Add a caption
- ☐ Make sure it's optimized for retina screens
- ☐ Make sure it's responsive on mobile devices
- ☐ Use an image sitemap
- ☐ Make sure you use the Open Graph image meta tag
- ☐ Enable GZip Compression