

# Six Simple Steps to Image Optimization

Use keywords in the image file names.

**1**

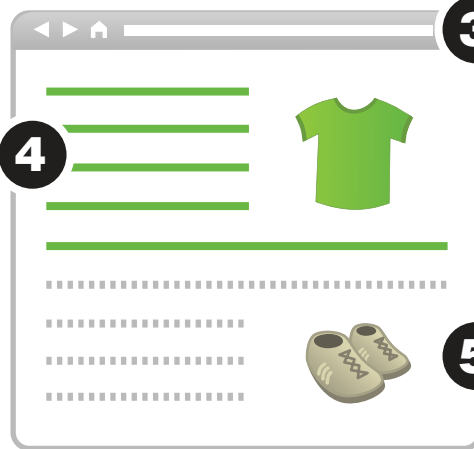
Include keywords in the image alt tag.

**2**

```
<IMG SRC=" XL-green-shirt.jpg " ALT=" XL Green Shirt " >
```

Keep the image near supporting keyword rich content.

**4**

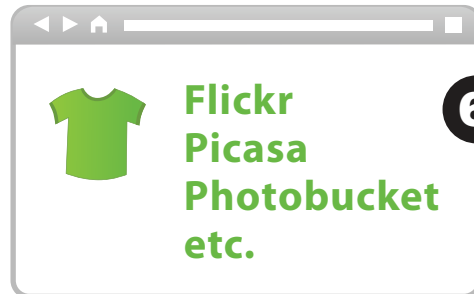


**3**

Optimize the pages containing images.

**5**

Limit the number of images per page.



**6**

Use photo sharing sites. Apply captions and tags.