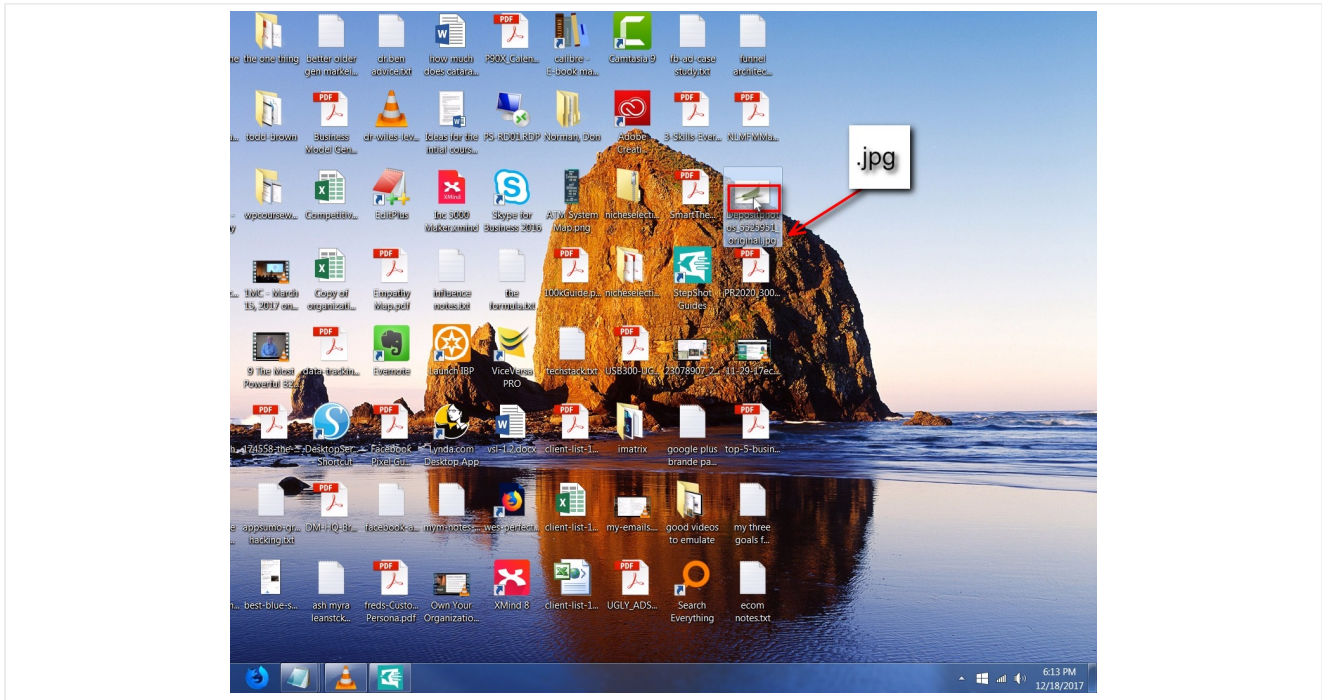


Wesley J. Harrison

Image Meta-Data Optimization

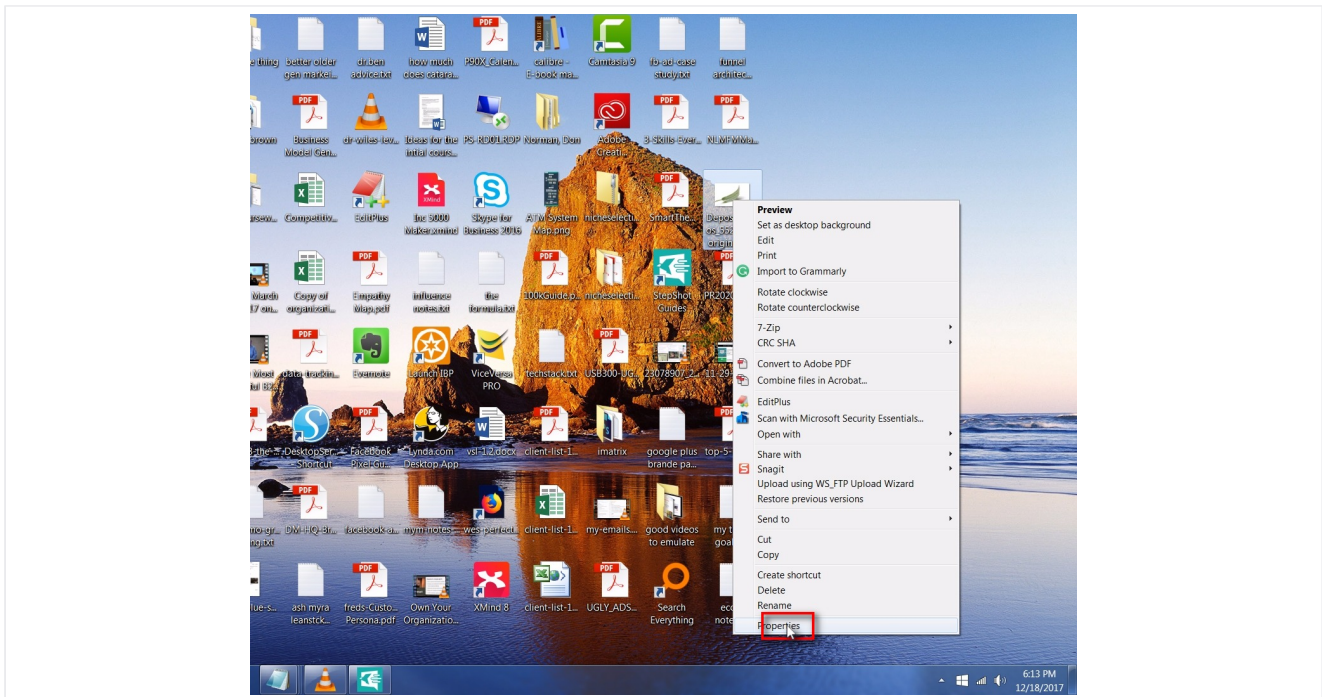
How to optimize image meta-data for
SEO purposes.



Right Click on any .jpg image

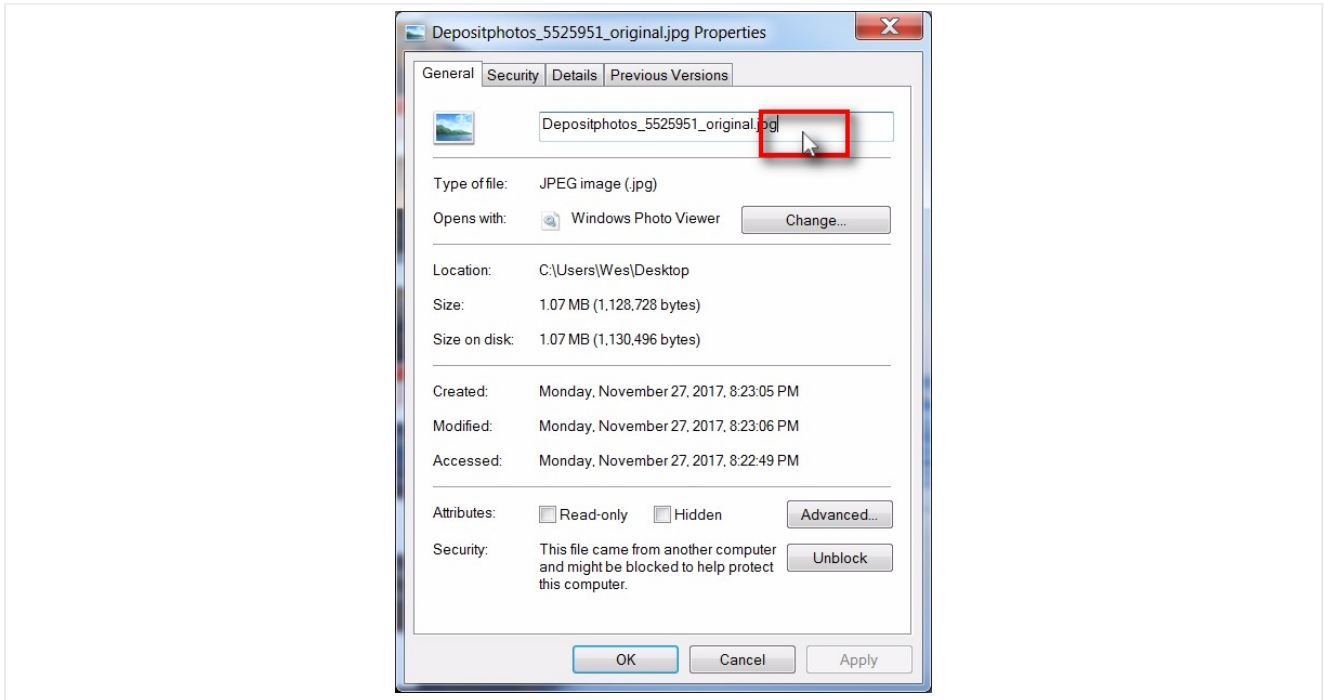
Right click on the image you are wanting to optimize.

What the actual image itself is of, does not matter, as long as it is a .jpg format



Click on "Properties" menu

Once you have right clicked, scroll down to properties and left click on it to open the properties box.



Under 'General' tab, click on "File name" to edit it

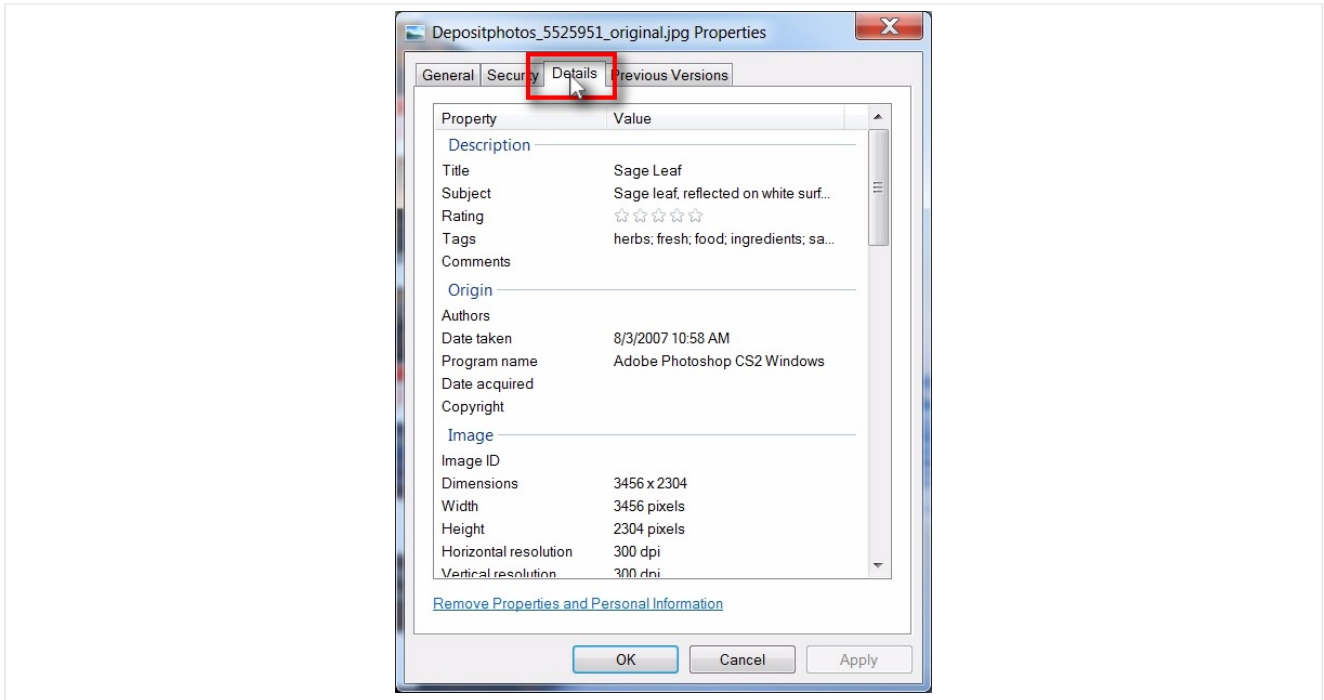
Change it to something keyword related. Be sure to keep the file name extension ".jpg" on the end of your new name or the file can be lost.

Example:

ORG name: Depositphotos_5525951_original.jpg

New name

bestrestaurantinbluesprings.jpg



Next, click on "Details" tab to open it

This area is for your image 'meta data.'

We are going to address 7 spots.

Title

Subject

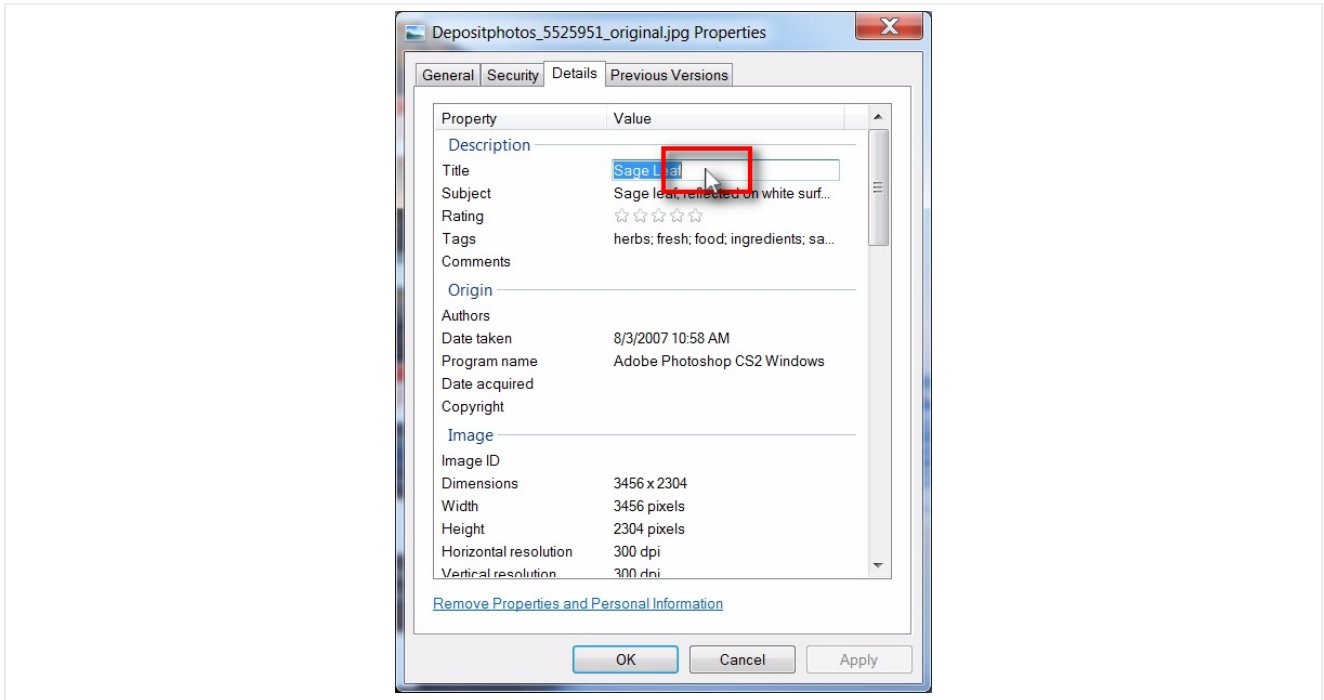
Rating

Tags

Comments

Authors

Copyrights

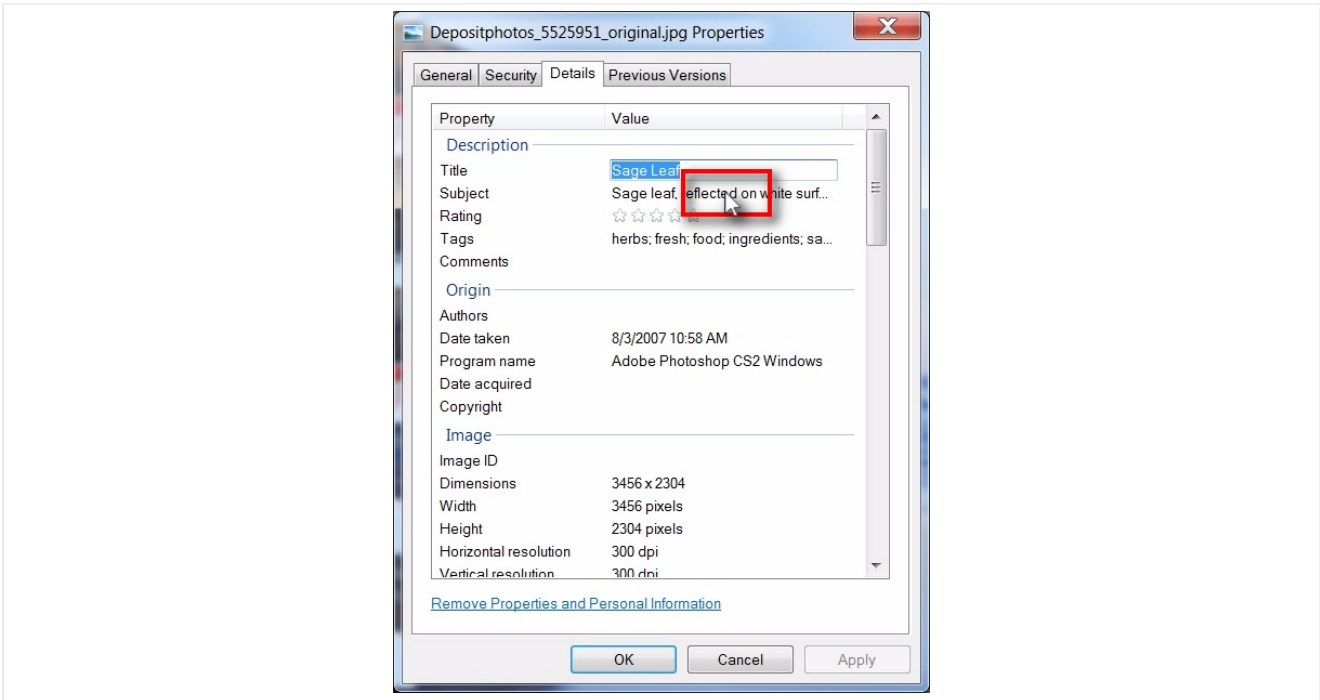


Click in "Title" field to edit

Edit title

ORG: Sage Leaf

New: The Best Restaurant in Blue Springs is Sinclair's Restaurant

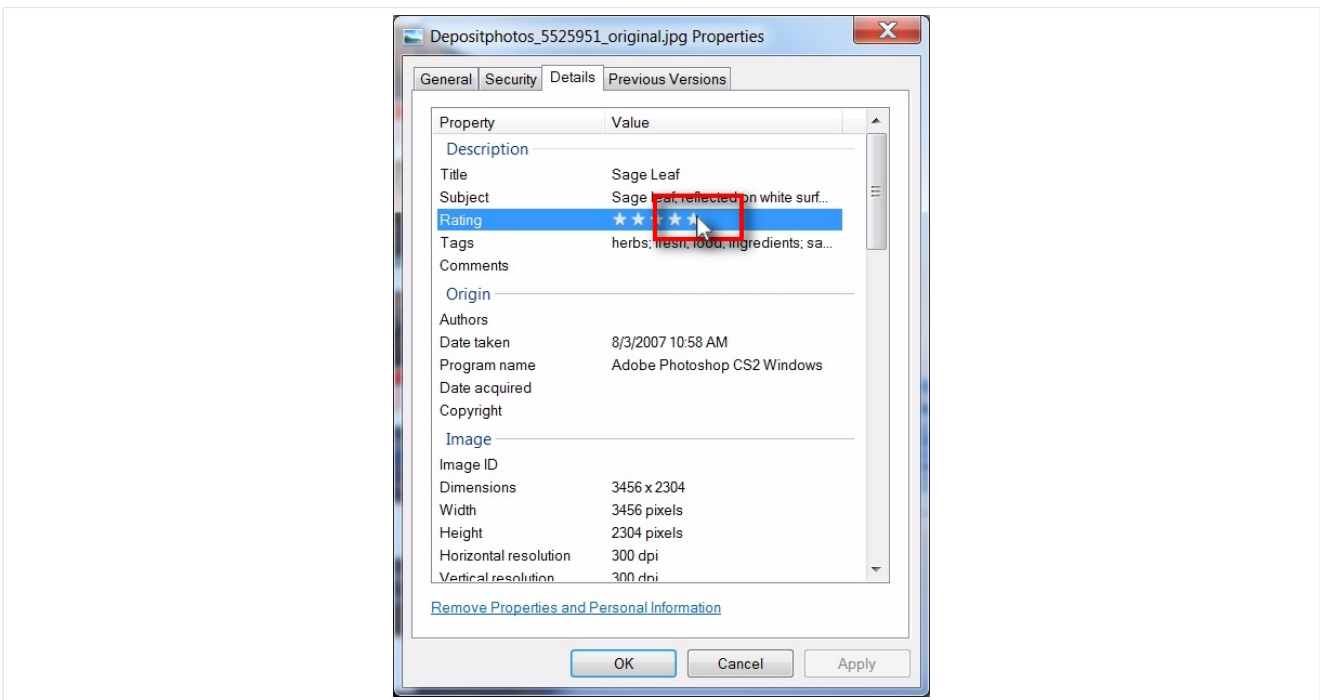


Click in "Subject" field to edit it

Change subject line: Org

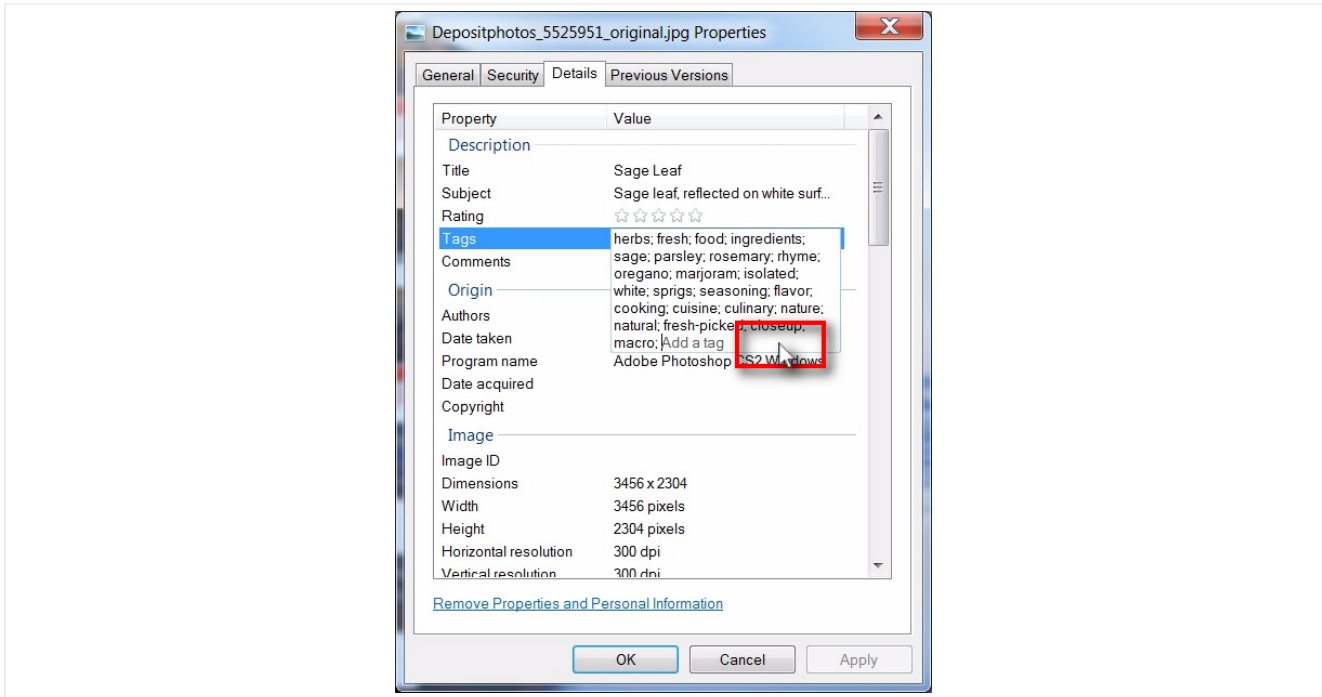
Sage leaf, reflected on white surface. Fresh-picked from my herb garden

New: Blue Springs best restaurant is Sinclairs Restaurant



Click on Rating Star

Since I'm an awesome photographer, this is almost always a 5 star rating...



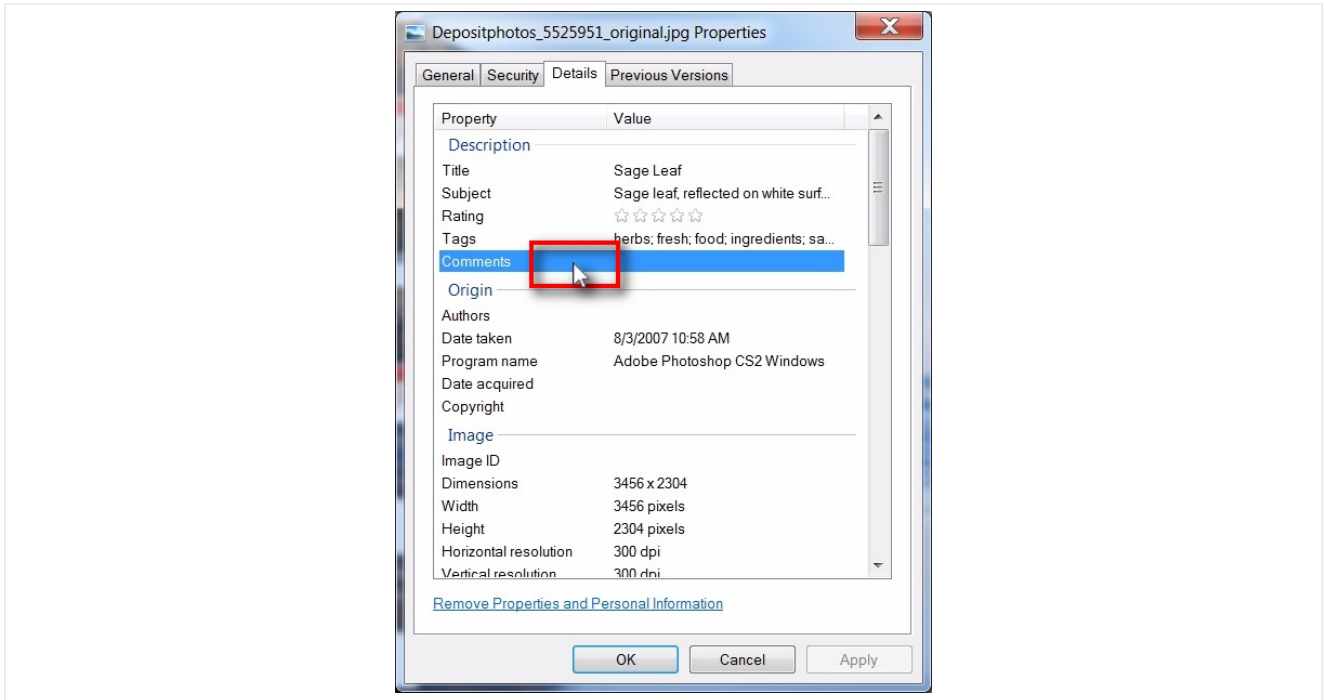
Click in "Tags" field to open & edit them

Input/change the tags to be your related keywords.

Separate them in a note pad editor with a semi-colon ; when building the list of keywords. No spaces between them are necessary

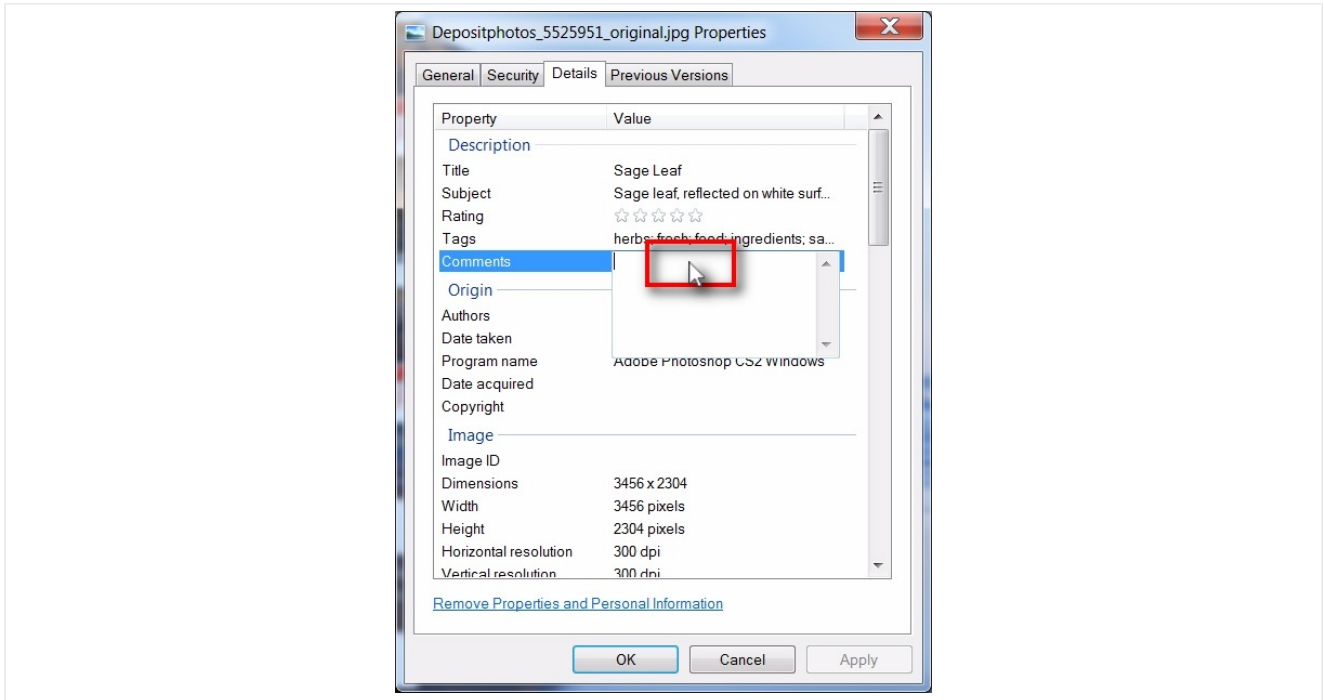
Example: restaurant;best;bluesprings; blue springs;restaurant near me;great;lunch;good;fun;band;beer;brunch;good service;fine dining;

NOTE: I have not found an actual limit on tags but use 10-15 and that has proven to be enough



Click in "Comments" field

this will open the comment box. It is important this step be done correctly. See next slide



Click on "Comments" to edit

Important to structure your info this way in here

<http://YourWebsiteHere.com>

Business Name

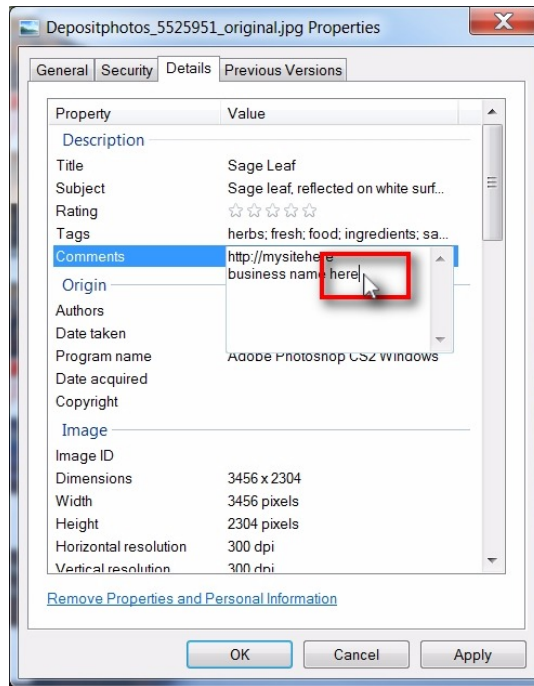
Business address

Business Phone

Contact Info

Description about what you do as it relates to your highest profit Product/Service/Frustration solved

Latitude and Longitude from your business address (geo location info for GPS systems)

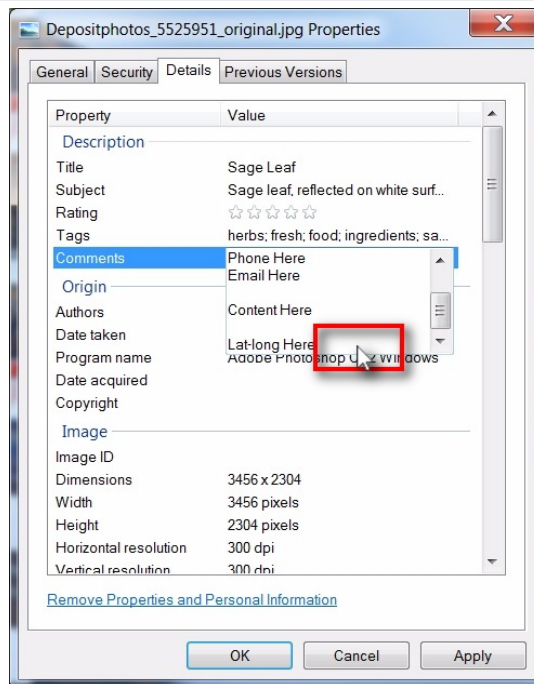


Comments edit cont.

site info

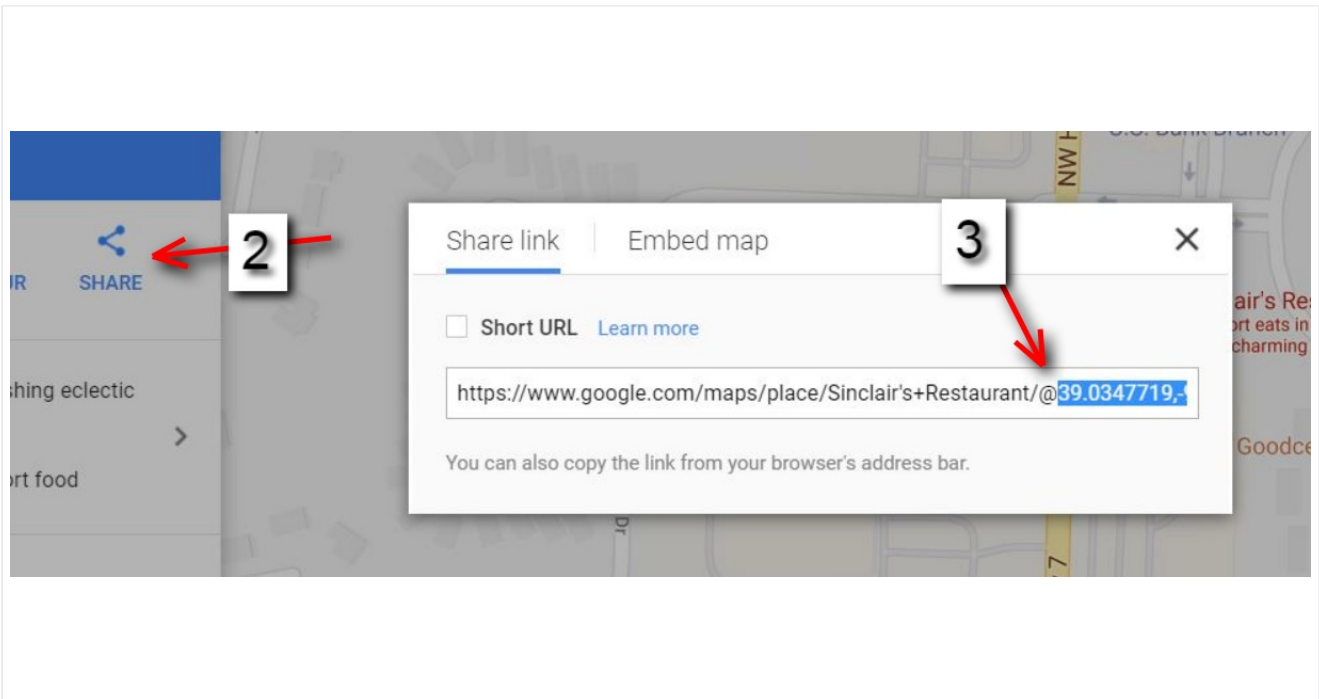
business name

business address



Comments edit - cont.

lat and long can be found in Google maps by entering your address and looking at the address bar



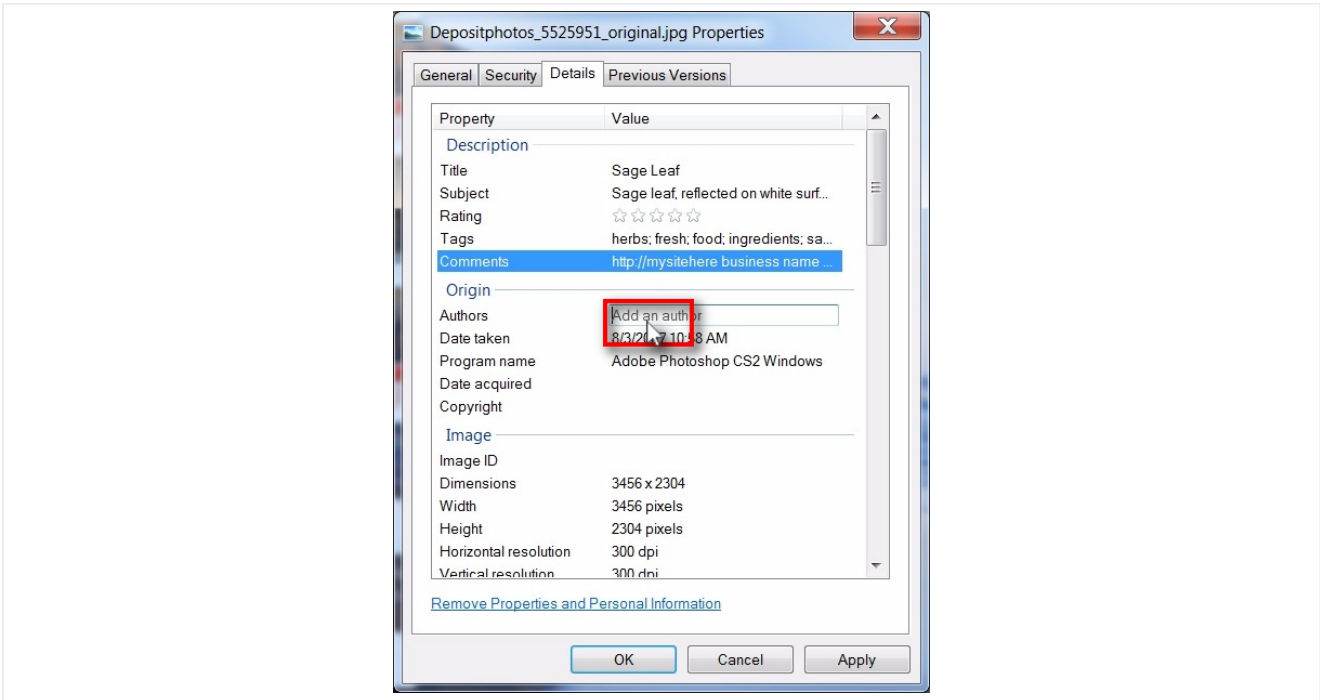
Lat-long

Look up your business on Google Maps

2) click the blue share link

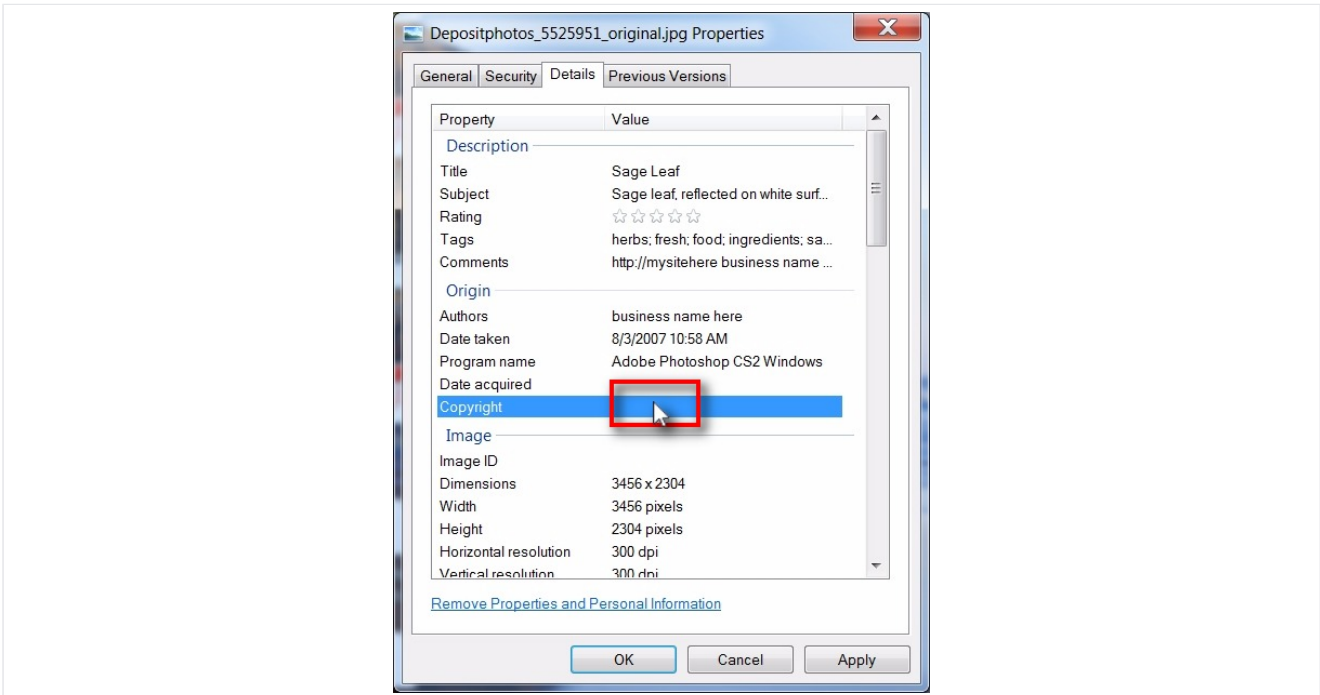
3) look for the @ symbol

Note: the series of numbers following the @ symbol are your latitude and longitude. Do not include any letters following the numbers.



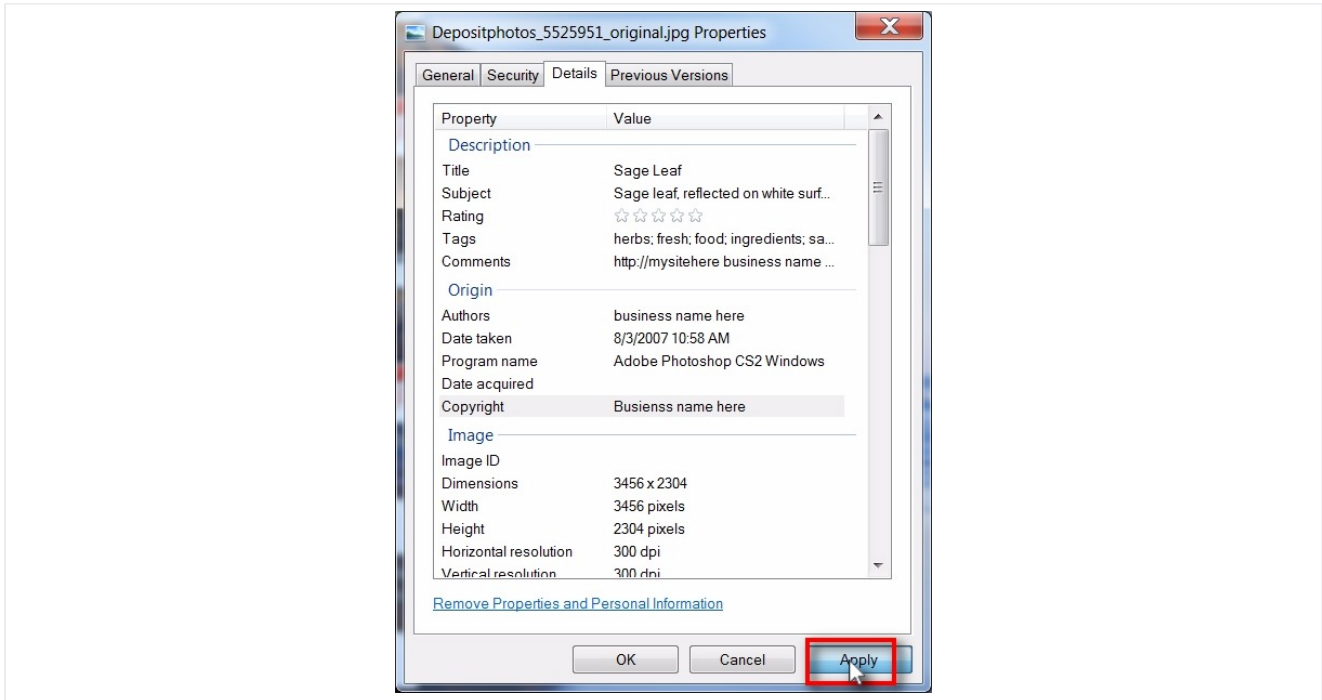
Click in "Authors" field to edit

Add the business name here

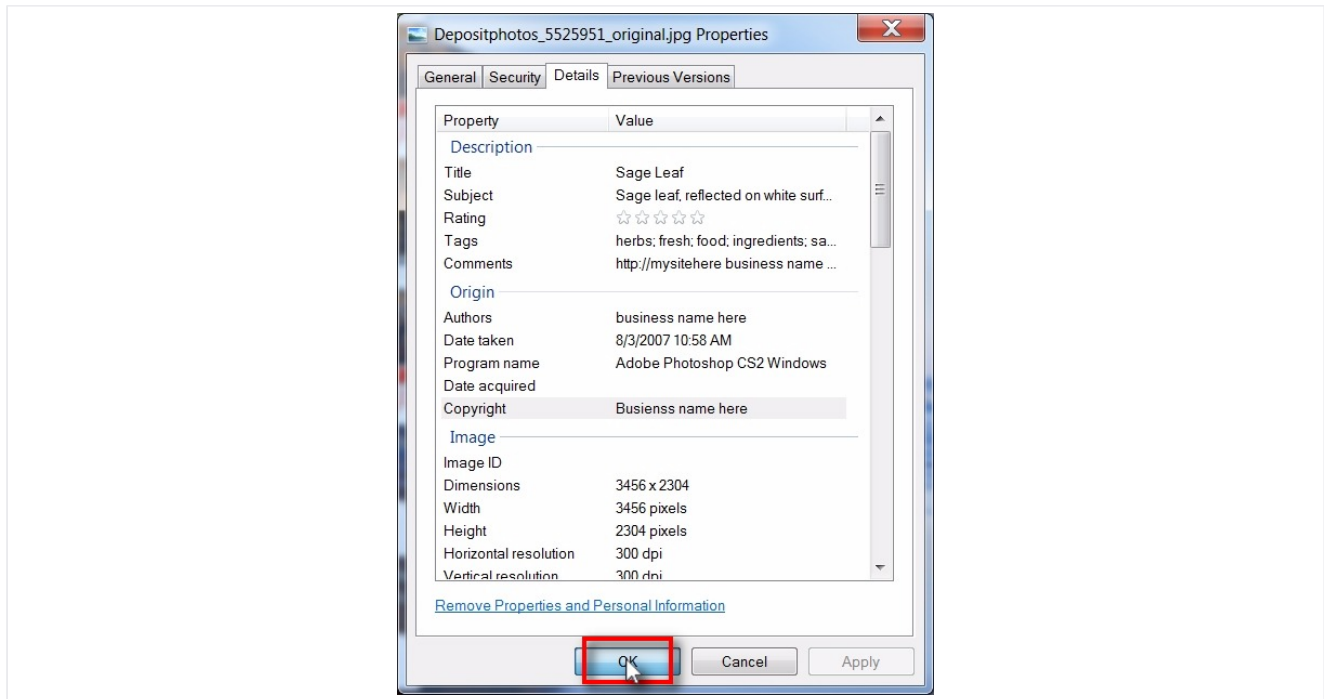


Click in "copyright" field to edit

Add the business name here too



Click on "Apply" button



Click on "OK" button

Done.

The image is now "SEO optimized" for your best keywords you want to be found for.

Now you can upload it to all possible places and gain the rewards of doing what most others won't take the time to do.

Questions? Call me

Wesley J. Harrison

816-482-3755