

HOW VISUAL IMAGE CONTENT CAN HELP YOUR SEO



PEOPLE LOVE IMAGE & VIDEO CONTENT



Visual image & video content is appealing to people because they're easy to engage with, understand and retain. Furthermore, visual stimulations can evoke emotions from your user-viewership and create an even deeper connection to your content or brand. Hence, why marketers find both these types of visual content incredibly effective tools to attract, engage and attain their customer or social media fan base.

YOUTUBE, PINTEREST AND INSTAGRAM KNOW IT!

Social media sites such as Pinterest and Instagram know that visual content creates a huge impact. These image-heavy sites are designed for the purpose of visual content because visual image content works! In 2018, Pinterest reported that it had reached a new milestone of 250 million active monthly users. Optimising your photos with appropriate pin tags and appropriate pin-board titles can help improve your image search visibility on both Pinterest and the Search Engines.



REMEMBER 3-LETTERS "UGC"



UGC stands for User Generated Content and don't you forget it because its UGC that will help improve your SEO even further. Yes, that's right if your audience falls in love with your visual content enough to promote your content for free, then you're in for an SEO win. Have you ever heard the saying "Google only loves you when everyone else loves you first" by Wendy Piersall? Believe it to be true unless you can prove it otherwise.

HUMAN VS IMAGE SEARCH BOTS

Visual content imagery cannot be viewed and processed in the same way between a human and an image search bot. The obvious reason for this is that a human has eyes and a search bot does not. To help your SEO marketing efforts, images need 'alternative text' tags. An 'alt text tag' can basically tell the bot/spider crawling the image that it is an image and what the image represents. This can also help an end user when an image is not displaying correctly on a web page.



DON'T UNDERESTIMATE BRANDING AND CONSISTENCY



If you are a personal brand or business brand and your goal is to produce as much good quality visual content that your audience will love, you'll want to ensure that your content and your name/logo are being acknowledged. Not only for the ownership of that content but for getting your name out there. The consistency of content delivery is key, once your audience has your attention, they'll be wanting more content. Strike and score that marketing goal for a win.

TEXT CONTENT STILL MATTERS

Visual image and video content can boost your SEO and social media marketing strategy; however, it should not be a replacement for actual written content. As much as people like instant micro-content, they also like more informative information in the form of text. Finding the right balance between visual content and text content is essential to reaching your marketing goals.

