

## SEO for Image and Video

With the release of Google Universal Search results – which show text, images, video and blogs in search results pages – clients need to understand the increasing importance of images and videos for search engines, as well as insights into how to improve images and video contained on the website in the search engines.

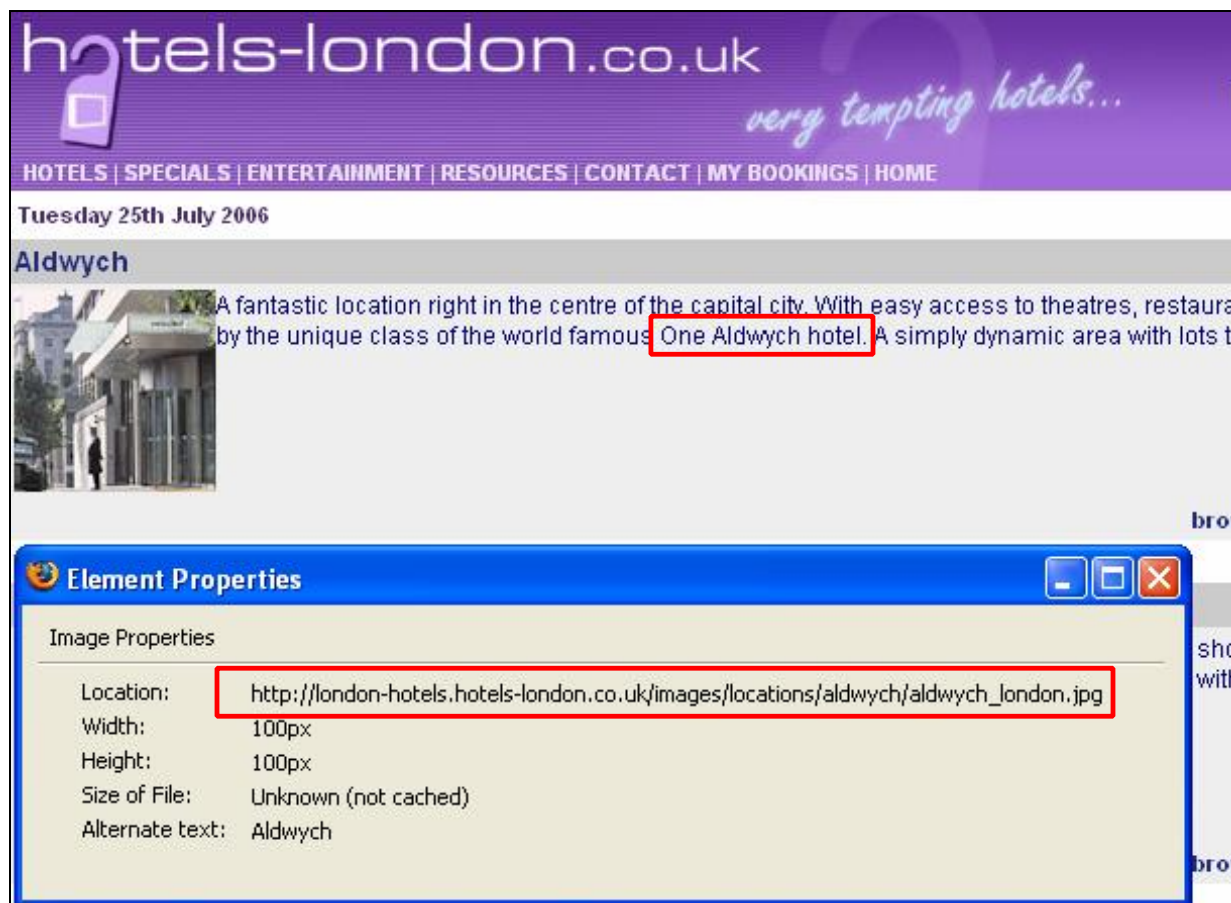
The Internet is increasingly evolving from text based content to image, voice and video based content. As a result, search engines such as Google have created robots that specifically search for images or videos.

### What is Google's Image Crawlers?

Google has a robot called the *Imagebot*, which prowls the Internet for images to place in Google's image search. Google ranks and indexes images based upon their filename, surrounding text, alt text and page title.

SearchForecast suggest that clients consider including the keywords into the naming convention (referred to as the *nomenclature*) of their images across the website.

The below screen capture shows the use of Image Nomenclature for search engine optimization by Hotels-London.co.uk.



The screenshot shows the website [hotels-london.co.uk](http://hotels-london.co.uk) with the tagline "very tempting hotels...". The navigation menu includes "HOTELS | SPECIALS | ENTERTAINMENT | RESOURCES | CONTACT | MY BOOKINGS | HOME". The date is "Tuesday 25th July 2006". The page title is "Aldwych". The main content area features a photograph of a hotel building and the text: "A fantastic location right in the centre of the capital city. With easy access to theatres, restaurants and shopping by the unique class of the world famous **One Aldwych hotel.** A simply dynamic area with lots to offer." The "One Aldwych hotel." text is highlighted with a red box. Below the image is a "Element Properties" window with the following details:

Image Properties	
Location:	<a href="http://london-hotels.hotels-london.co.uk/images/locations/aldwych/aldwych_london.jpg">http://london-hotels.hotels-london.co.uk/images/locations/aldwych/aldwych_london.jpg</a>
Width:	100px
Height:	100px
Size of File:	Unknown (not cached)
Alternate text:	Aldwych

source: <http://london-hotels.hotels-london.co.uk/locations.php>

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