FREE CHECKLIST · COMMENT IMAGE

PRODUCT IMAGE SEO CHECKLIST

Jewellers aur har online seller ke liye: product photos ko Google samjhe, aur Google Images / Search mein dikhne ka mauka mile.

Is checklist mein:

- File name ka formula (examples ke saath)
- Alt text kaise likhein — sahi vs galat
- Photo kahan rakhein, size kitna
- Upload se pehle 10-point checklist

STEP 1 · FILE NAME BADLIYE

1

Upload se **pehle** computer par file ka naam badliye. Formula:

product-type + design/material + city ya brand.jpg

❌ Galat	✅ Sahi
IMG_4521.jpg	gold-jhumka-kundan-jaipur.jpg
DSC0099.jpg	silver-anklet-ghungroo-design.jpg
WhatsApp Image 2026.jpg	diamond-solitaire-ring-18k-rose-gold.jpg

Ye mat kijiye: har photo ka naam "jewellery-best-jewellery-shop-jewellery.jpg" — keyword ratna (stuffing) se fayda nahi, nuksan ho sakta hai. Words ke beech hyphen (-) lagaiye, space ya underscore nahi.

STEP 2 · ALT TEXT LIKHIYE 2

Alt text woh chhota description hai jo Google aur screen-reader ko batata hai ki photo mein kya hai. Zyadatar sellers ise khaali chhod dete hain.

❌ Galat	✅ Sahi
(khaali)	Gold kundan jhumka earrings with red stone and pearl drops
jhumka jhumka best jhumka buy jhumka	Silver ghungroo anklet pair on white background
image1	18k rose gold solitaire ring with round diamond

> **Rule:** jo photo mein dikh raha hai, wahi, saaf shabdon mein — 1 line, 8–15 words.

Kahan likhein: Shopify → product → image → Edit alt text. WooCommerce/WordPress → Media → Alternative Text. Wix → image settings → "What's in the image?".

STEP 3 · PHOTO PRODUCT KE PAAS + SIZE CHHOTA

- Photo usi page par ho jahan product ka naam, description aur price hai — Google aas-paas ke text se bhi photo samajhta hai.
- Product title aur photo ka file name ek hi baat kahein.
- Size chhota: zyadatar product photos 100–300 KB mein achhi dikhti hain. 2–5 MB ki photo page ko slow karti hai.
- Free tools: Squoosh, TinyPNG, ya WebP format.
- Dimensions: 1000–1500 px chaudai kaafi hai.

Ye mat kijiye: photo ke andar text likh kar product ka naam sirf photo mein rakhna — Google ko text page par chahiye.

UPLOAD SE PEHLE 10-POINT CHECKLIST

- ☐ File name formula se (no IMG_/DSC_/WhatsApp)
- ☐ Hyphen se words alag
- ☐ Alt text = jo dikhe, 1 line
- ☐ Keyword stuffing nahi
- ☐ Photo product page par, title ke paas
- ☐ Size 300 KB se kam
- ☐ Width 1000–1500 px
- ☐ Har product ki kam se kam 1 saaf, white/plain background photo
- ☐ Same product ki sab photos ka naam alag (…-front, …-side)
- ☐ Website ka sitemap Search Console mein submitted

Results vary: ye basic image SEO hai, ranking ki guarantee nahi.

Aise aur free checklists ke liye follow kijiye **@ideepbhardwaj**. Koi sawaal ho toh DM kijiye 🙂