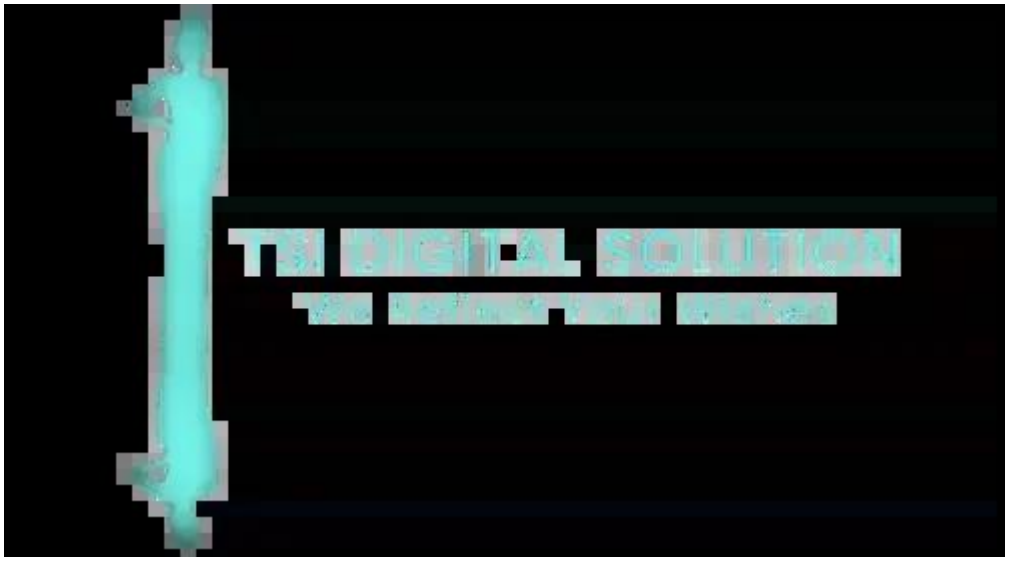
Media Optimization for SEO

Category: Photo and Videography Blog
November 29, 2024





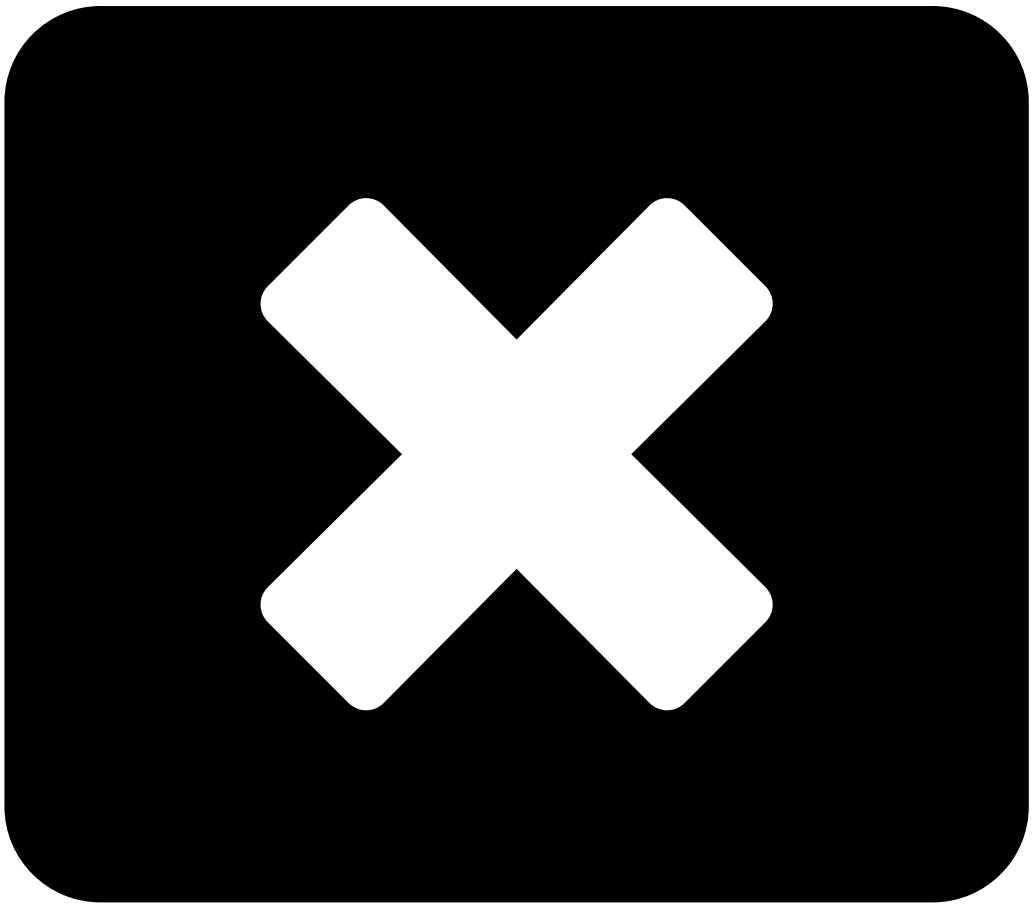
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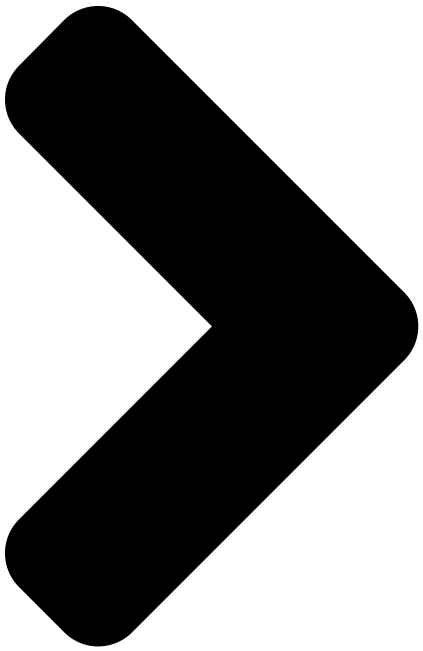






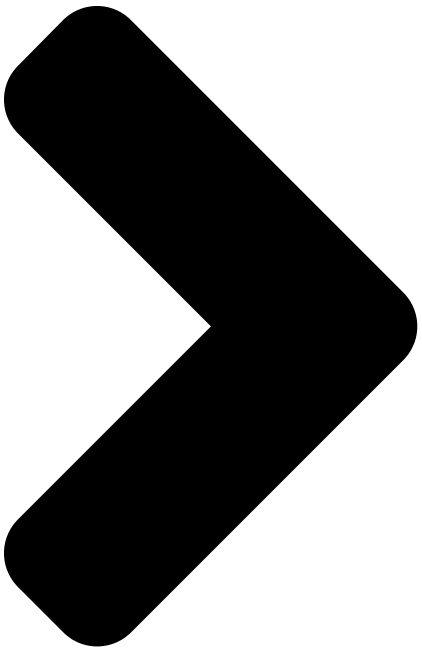


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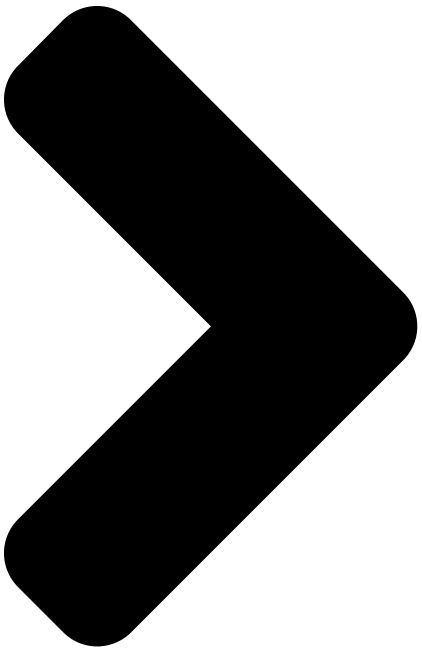


About us

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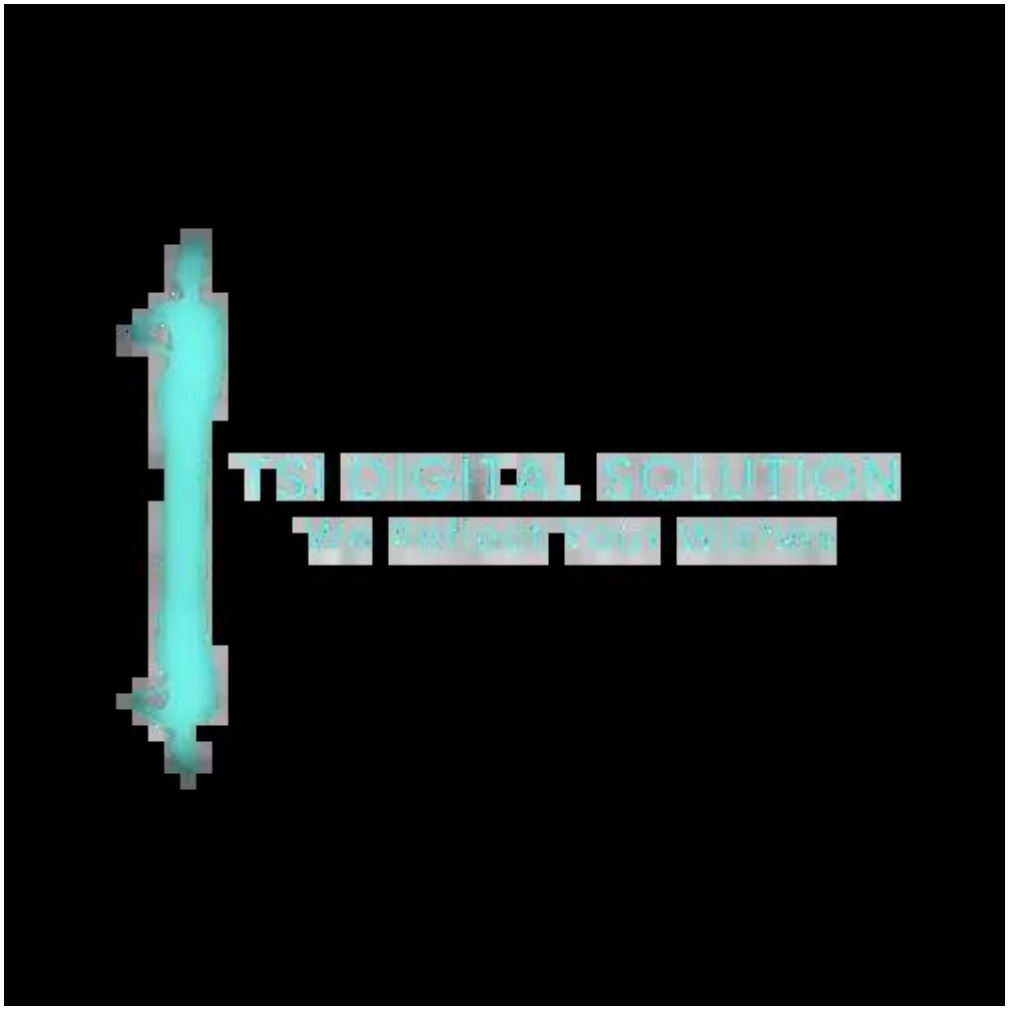
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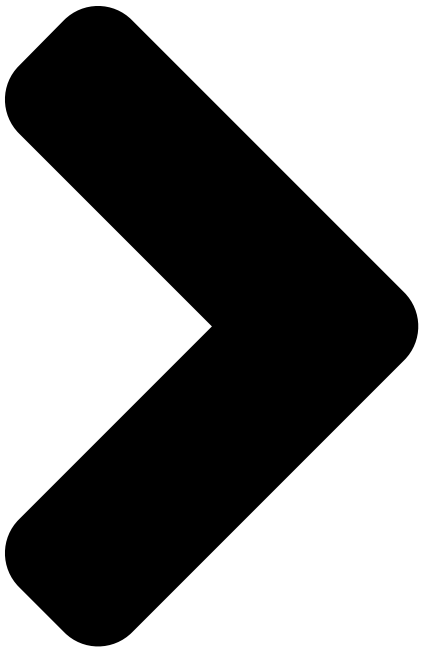


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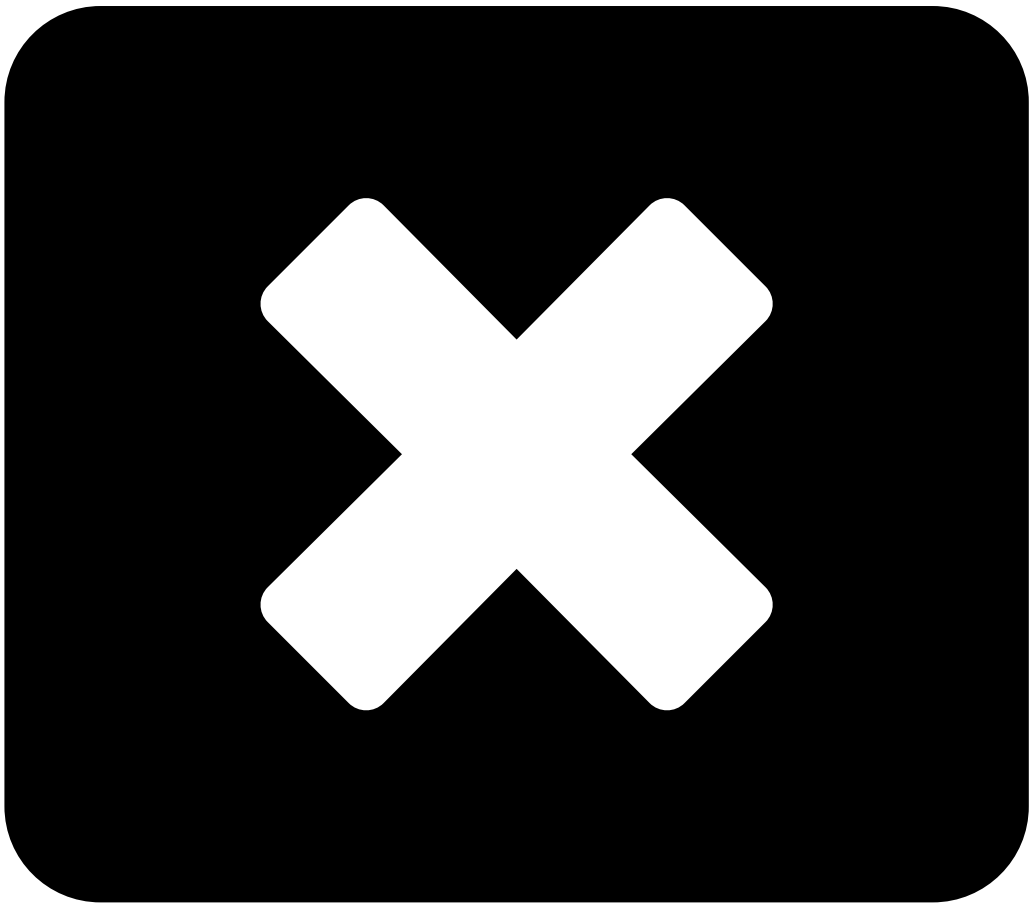
What we have realized


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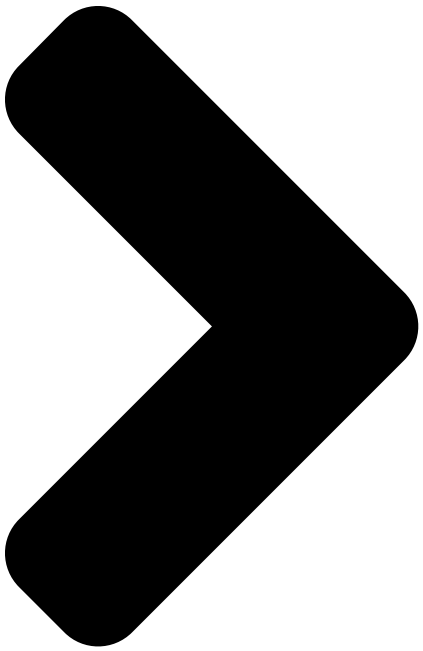


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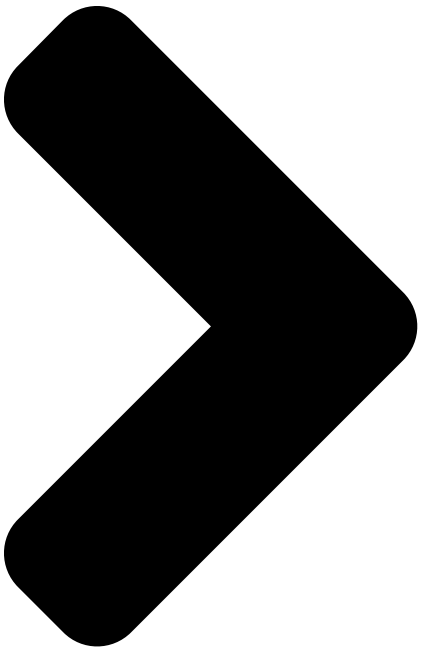


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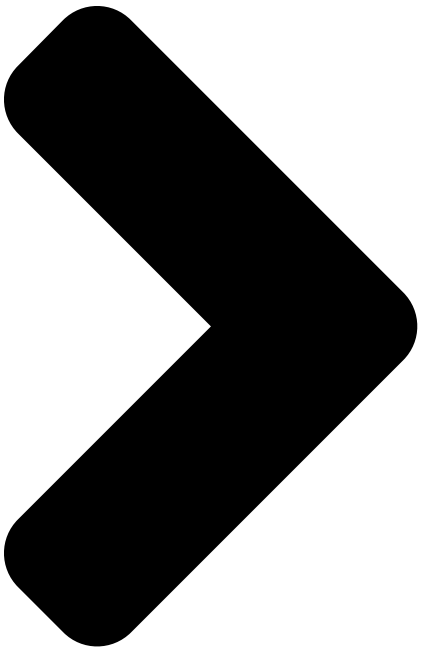


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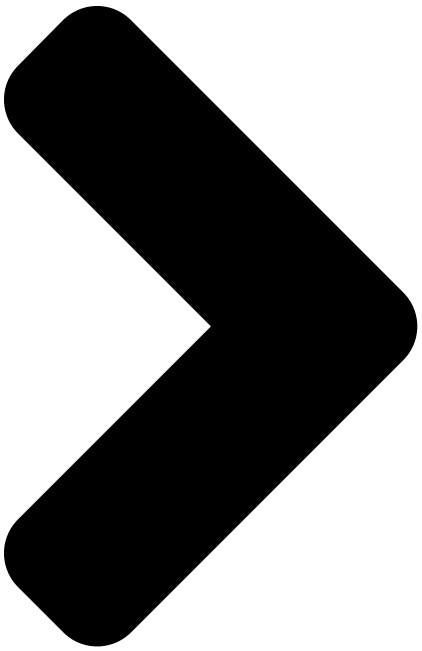
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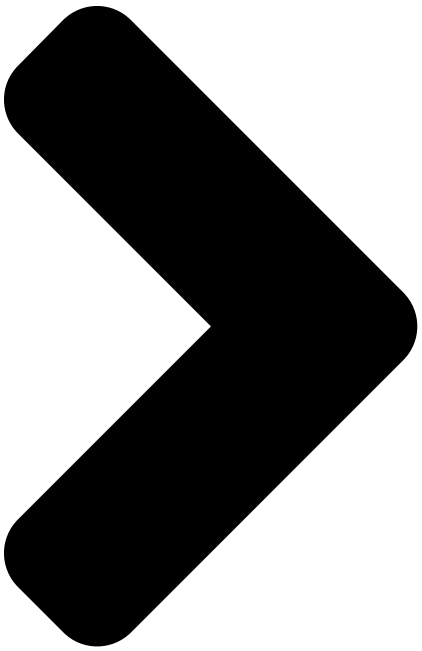
Web Design & Development



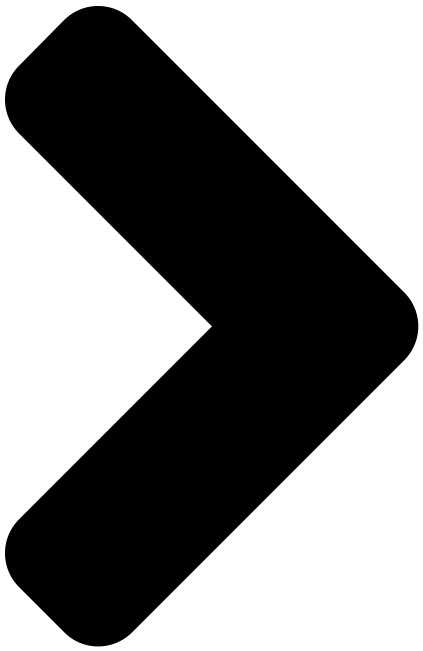
- Hosting



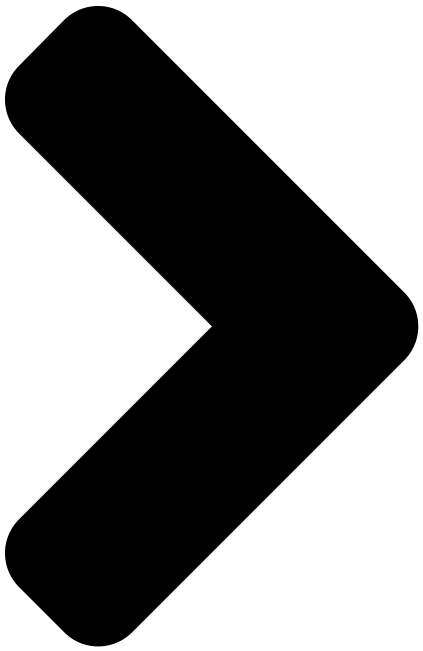
SEO/Ads/MGB/Speedup/Technical



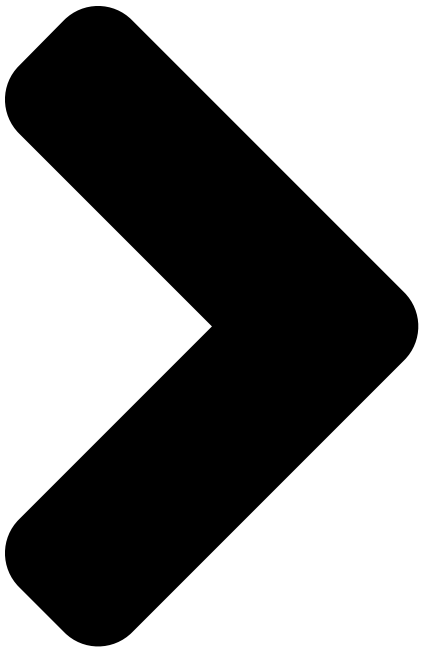
App Design & Development



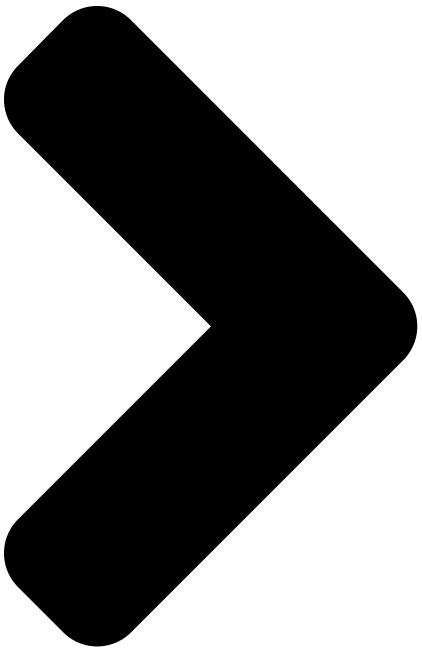
AI Agents



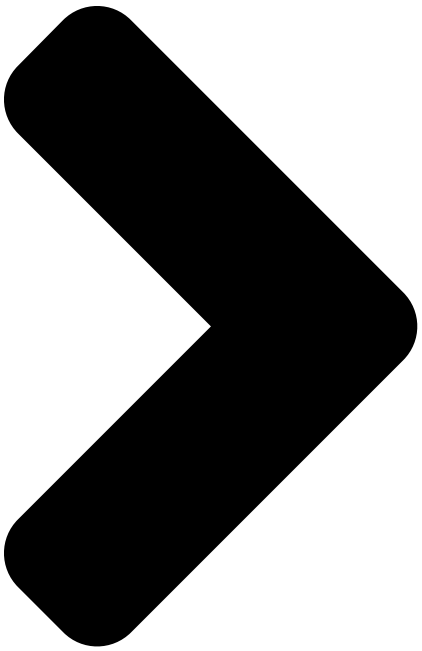
e-Commerce



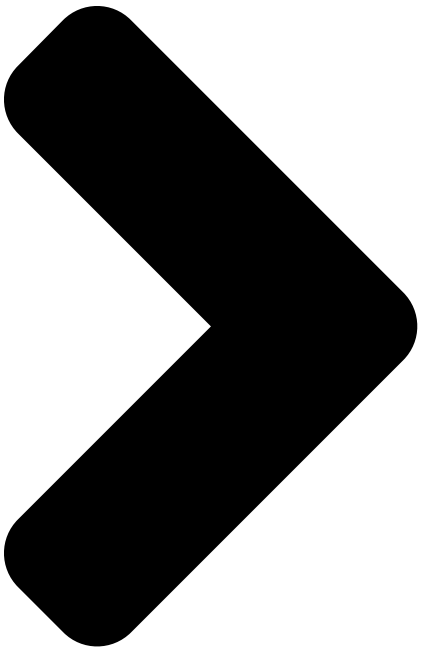
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

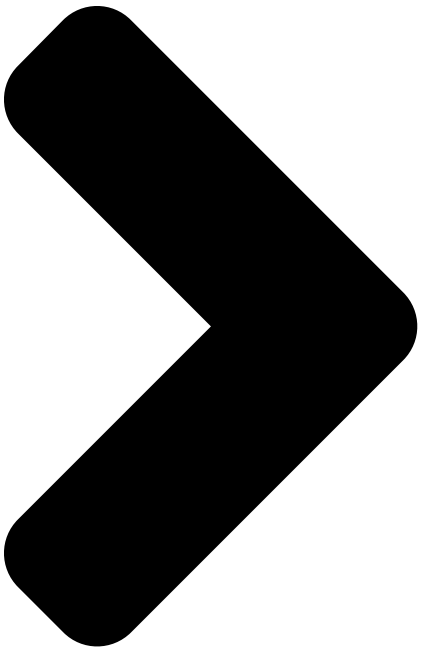
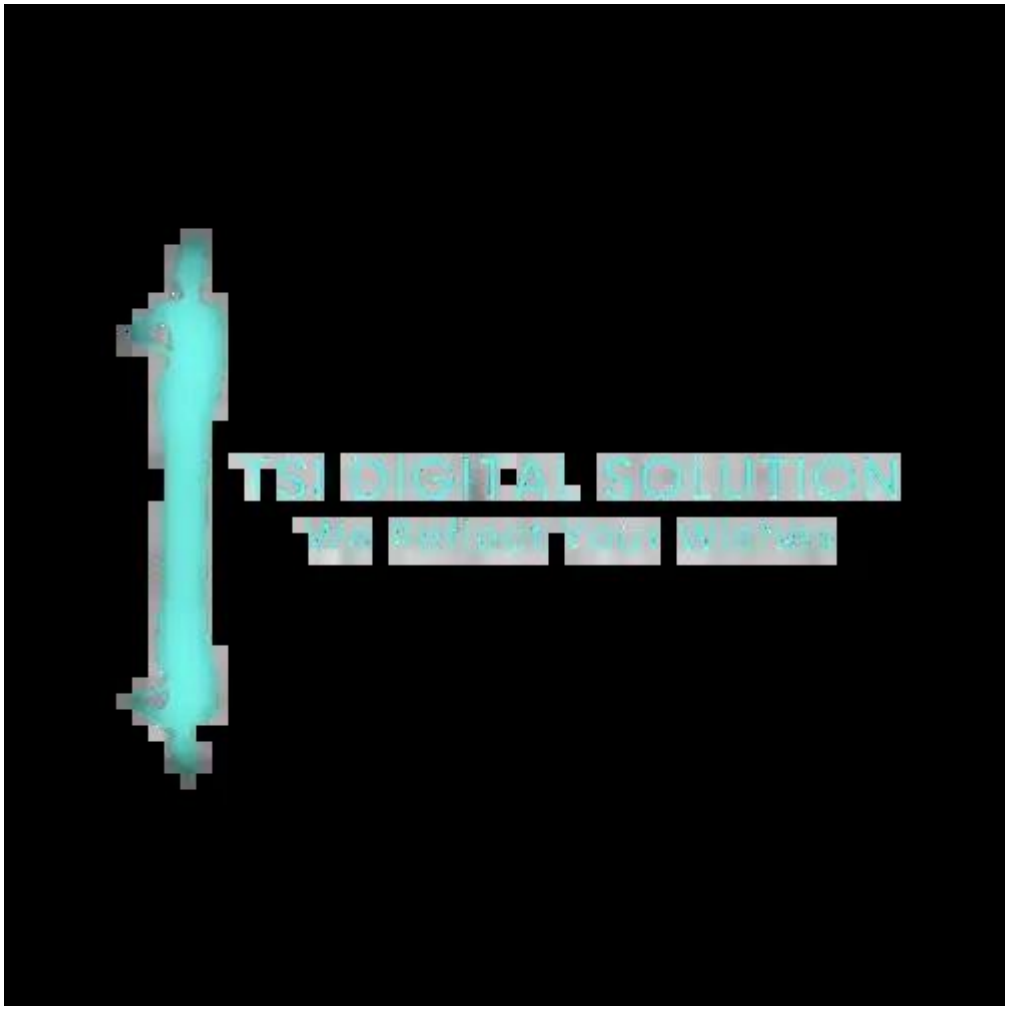
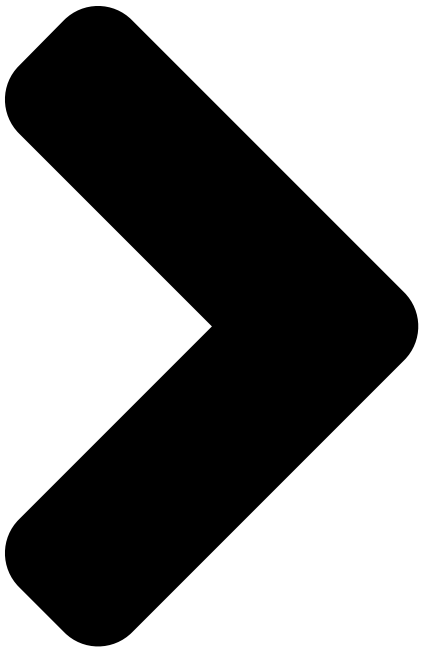


Photo- & Videography

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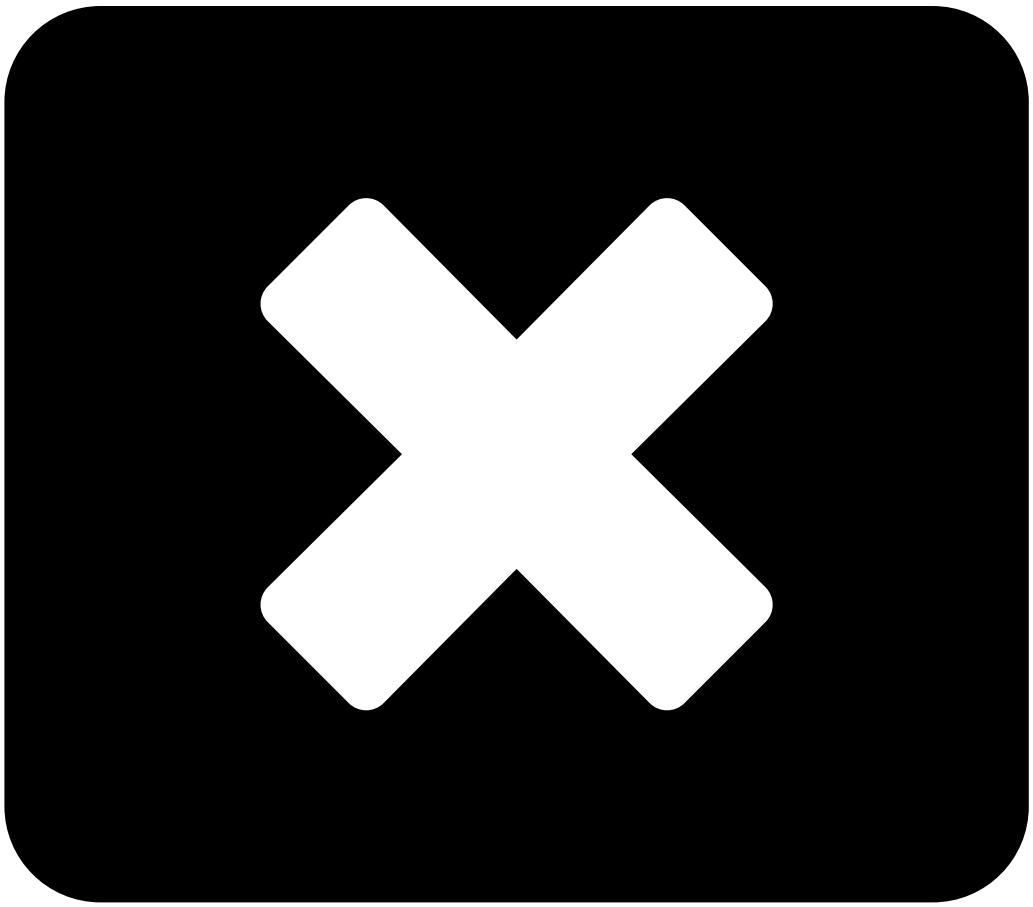
The way we work


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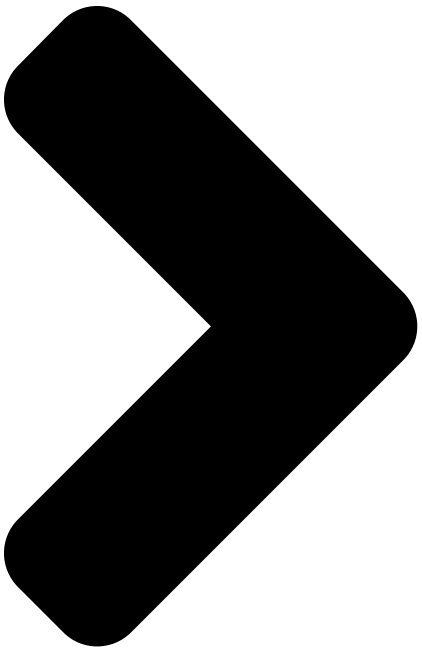


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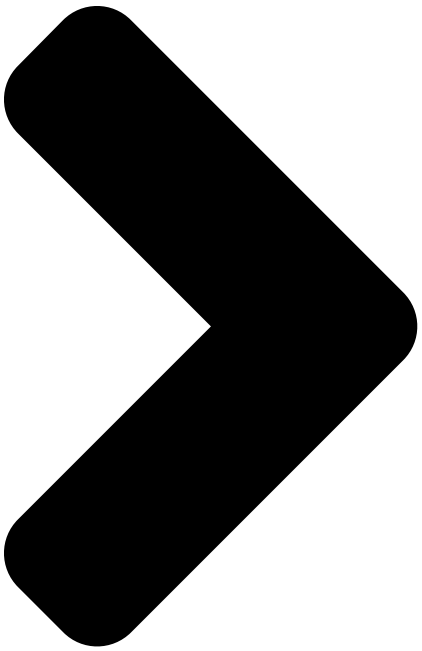
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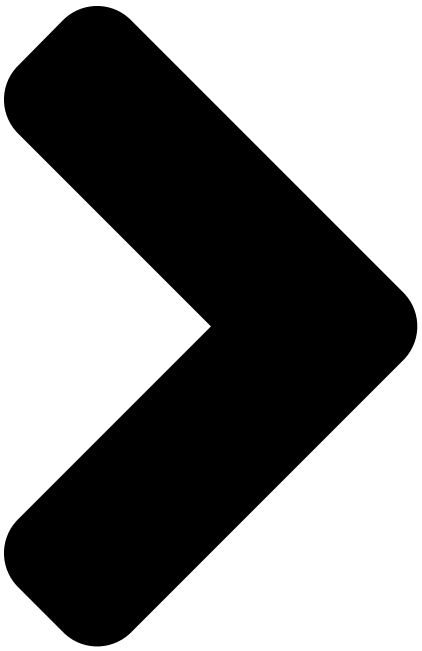
Realized projects

Calculate an estimate of your project costs directly online

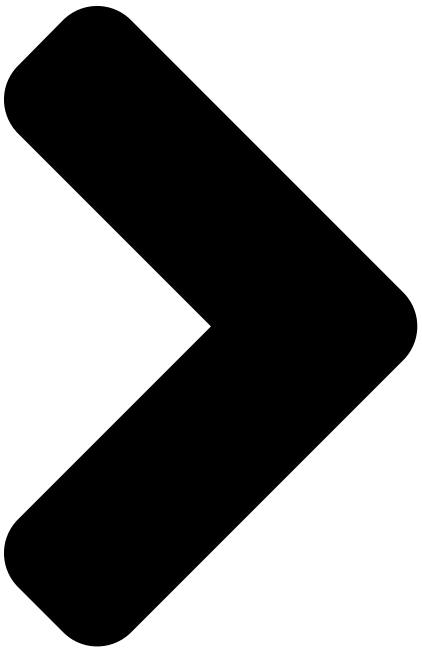
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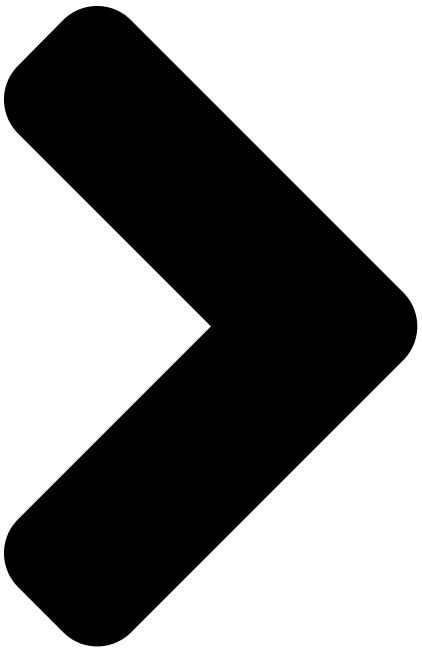
- Cost calculation for my website



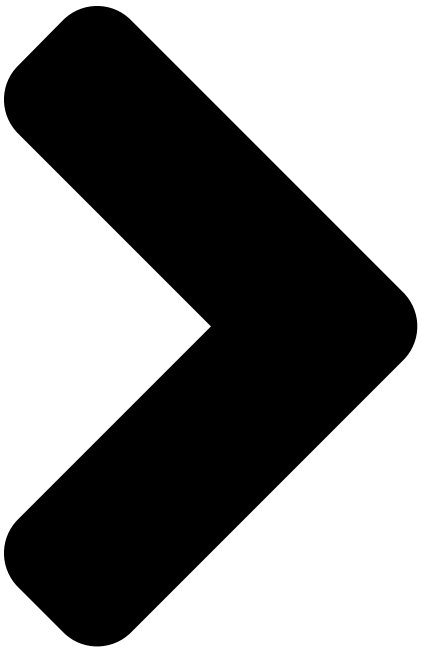
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



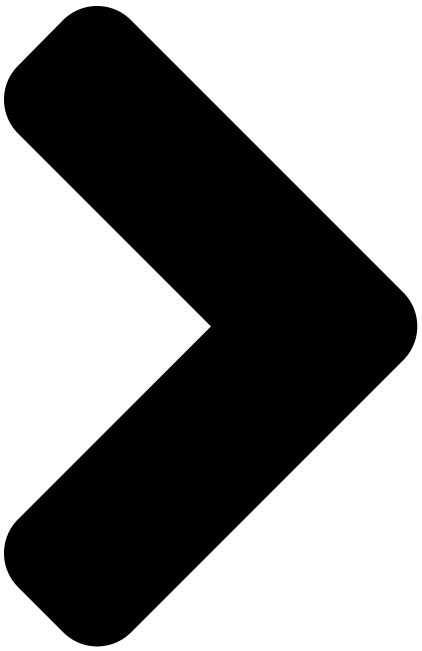
Contact us for a personal App



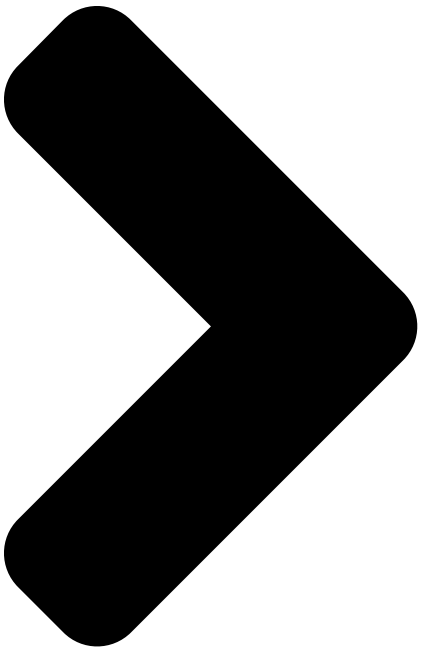
- Contact us for your AI Agent



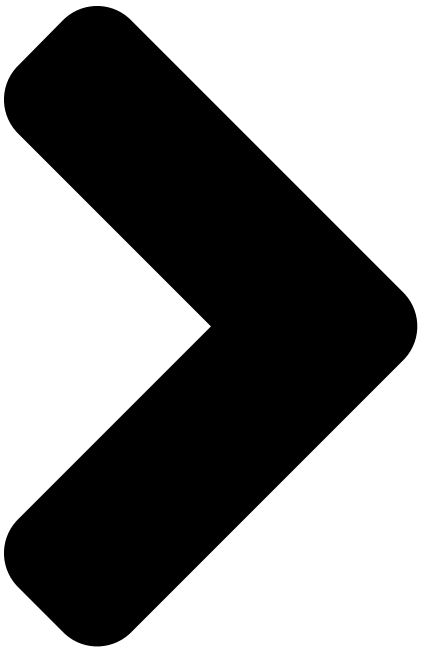
Cost calculation for an e-commerce shop



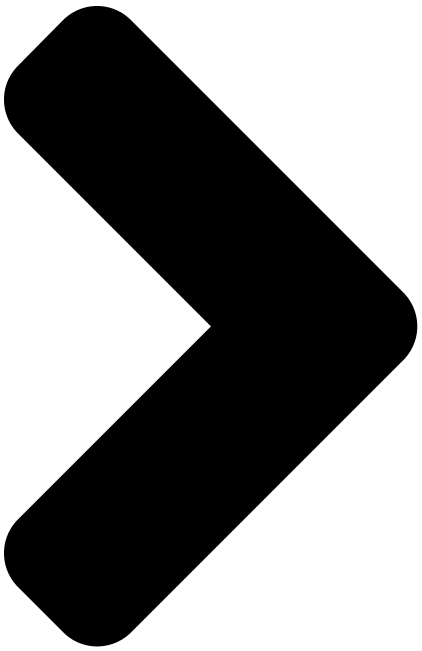
- Contact us for branding



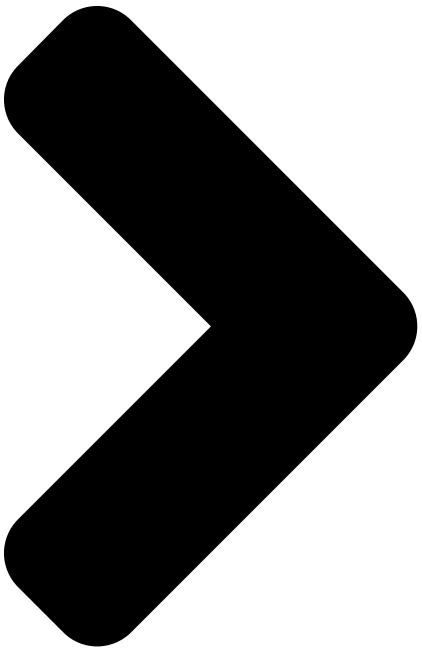
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



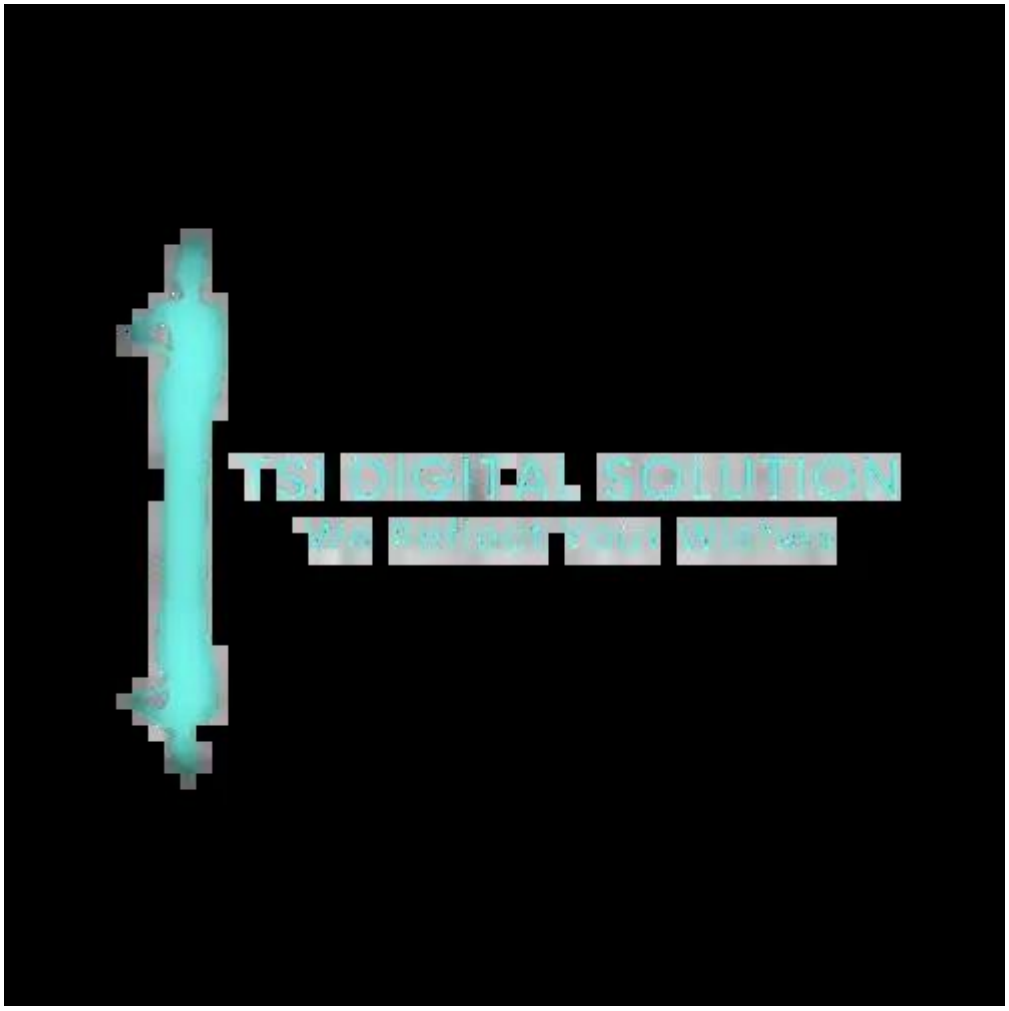
Cost calculation for Copywriting & Translations

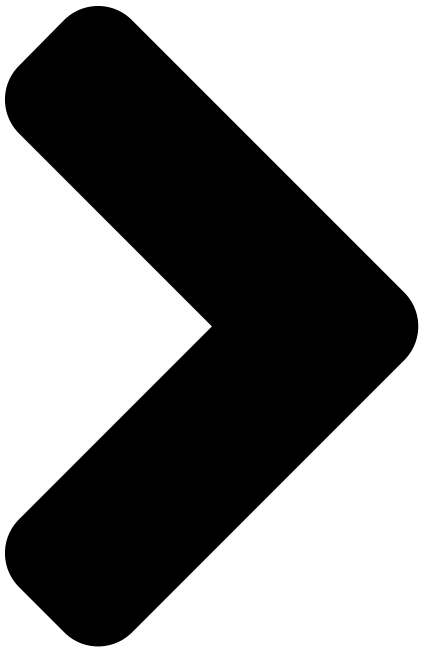


Cost calculation for Photo- & Videography

Get a detailled quote

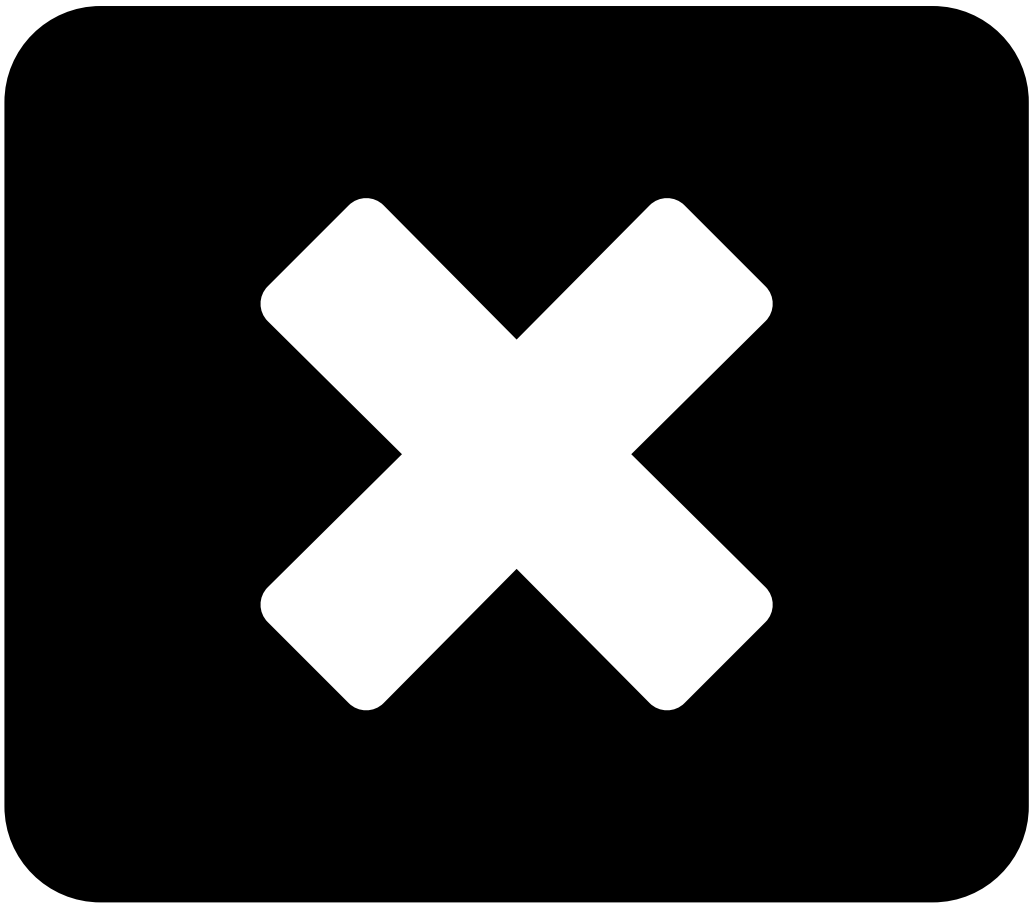
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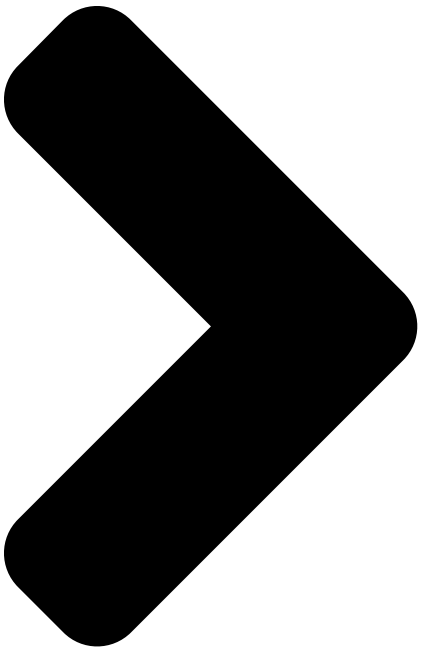


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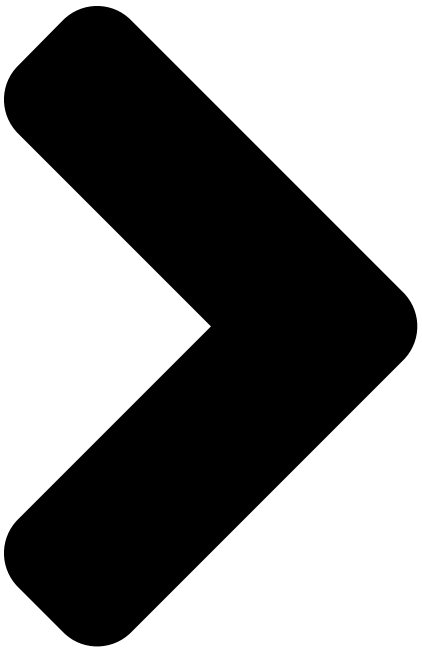
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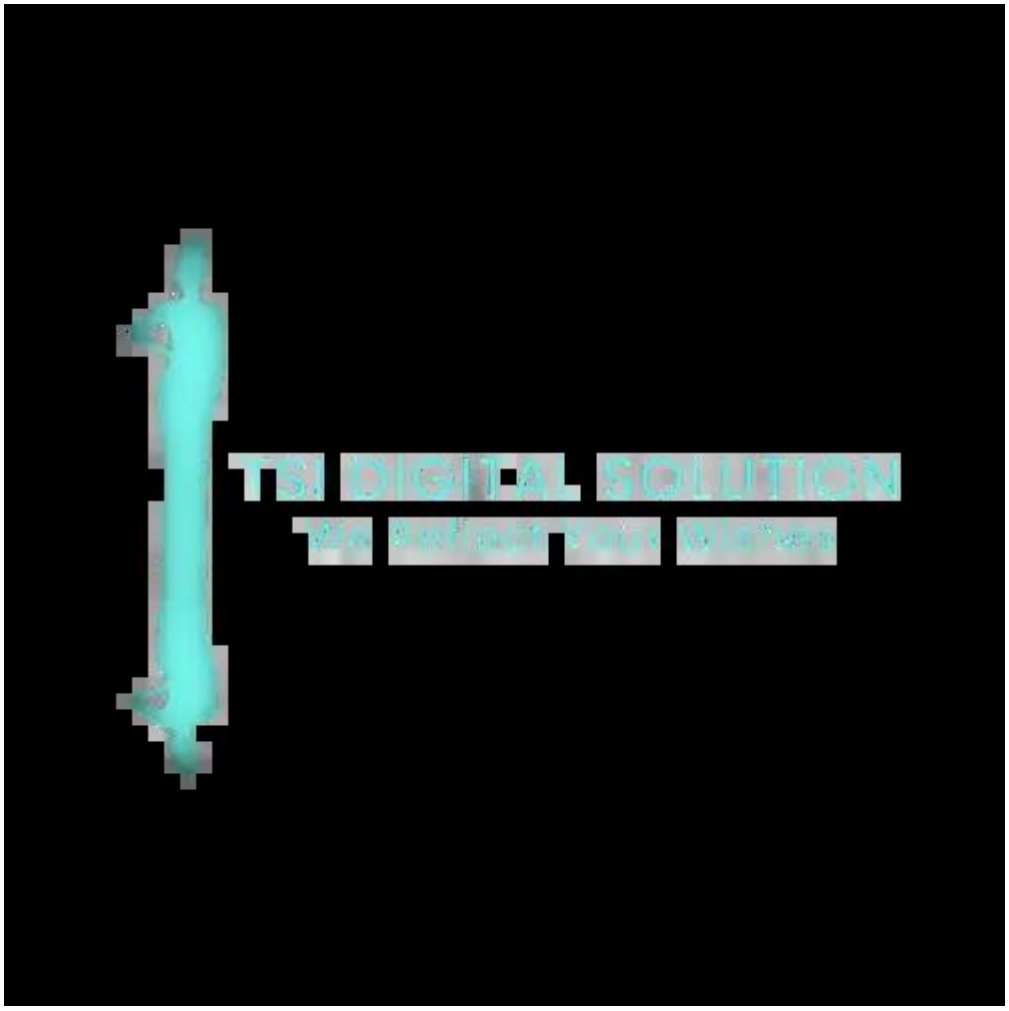
Blogs

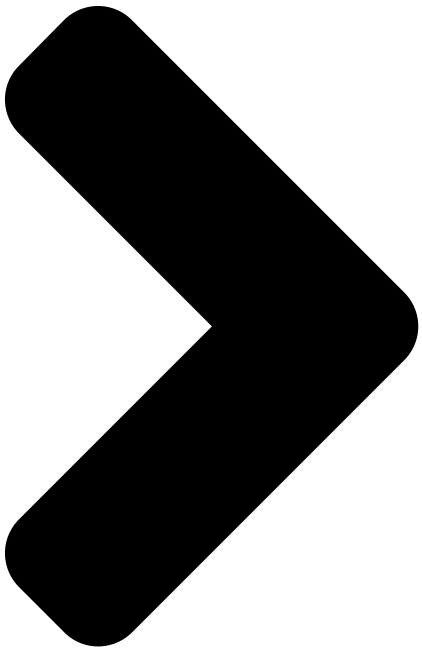


Demo

Just ask, we are here for you

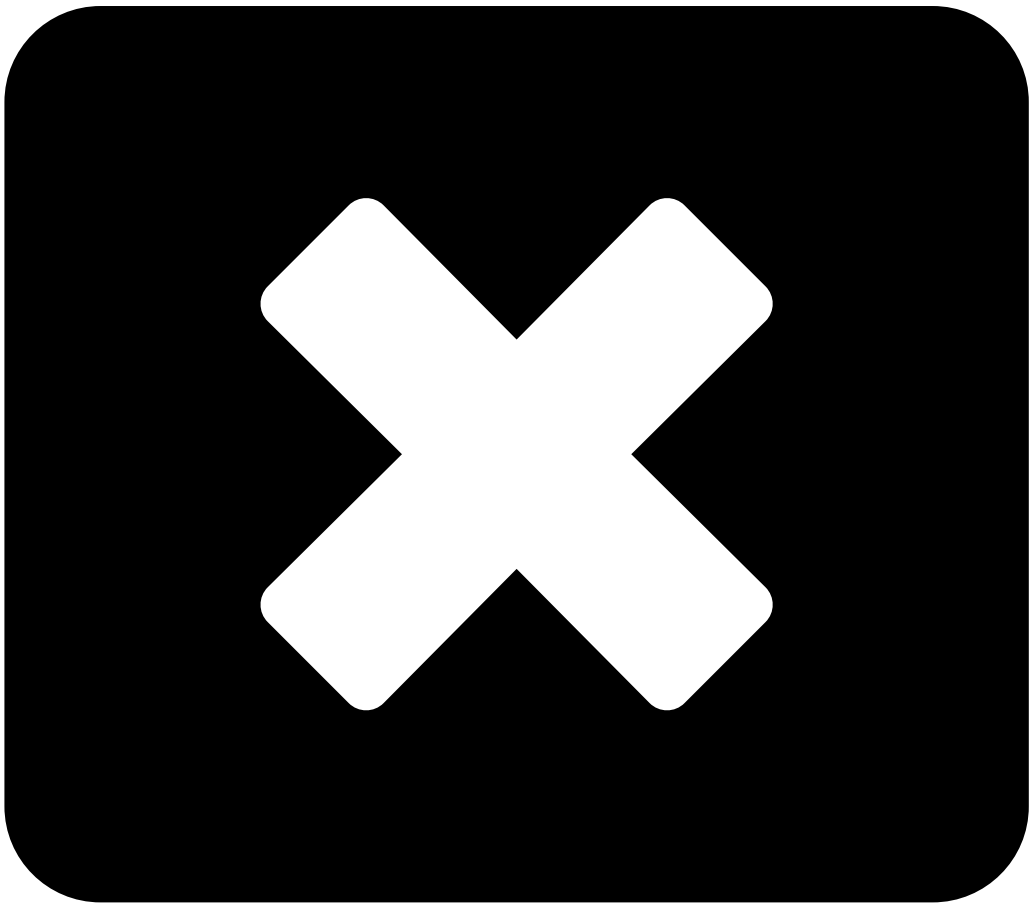
Who we are


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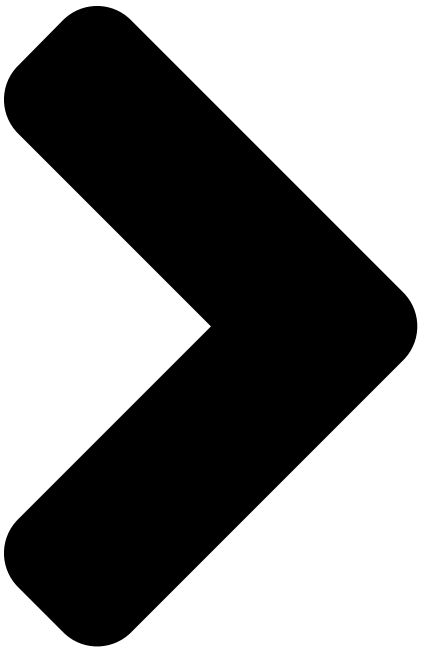


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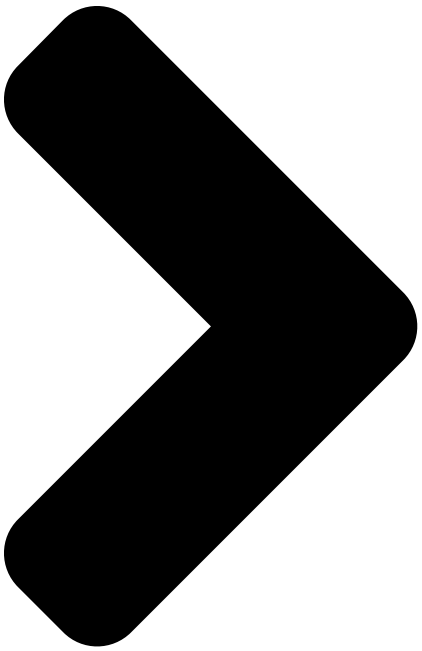


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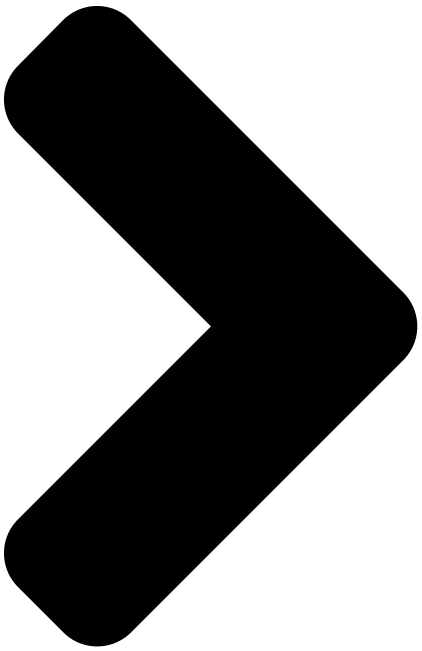
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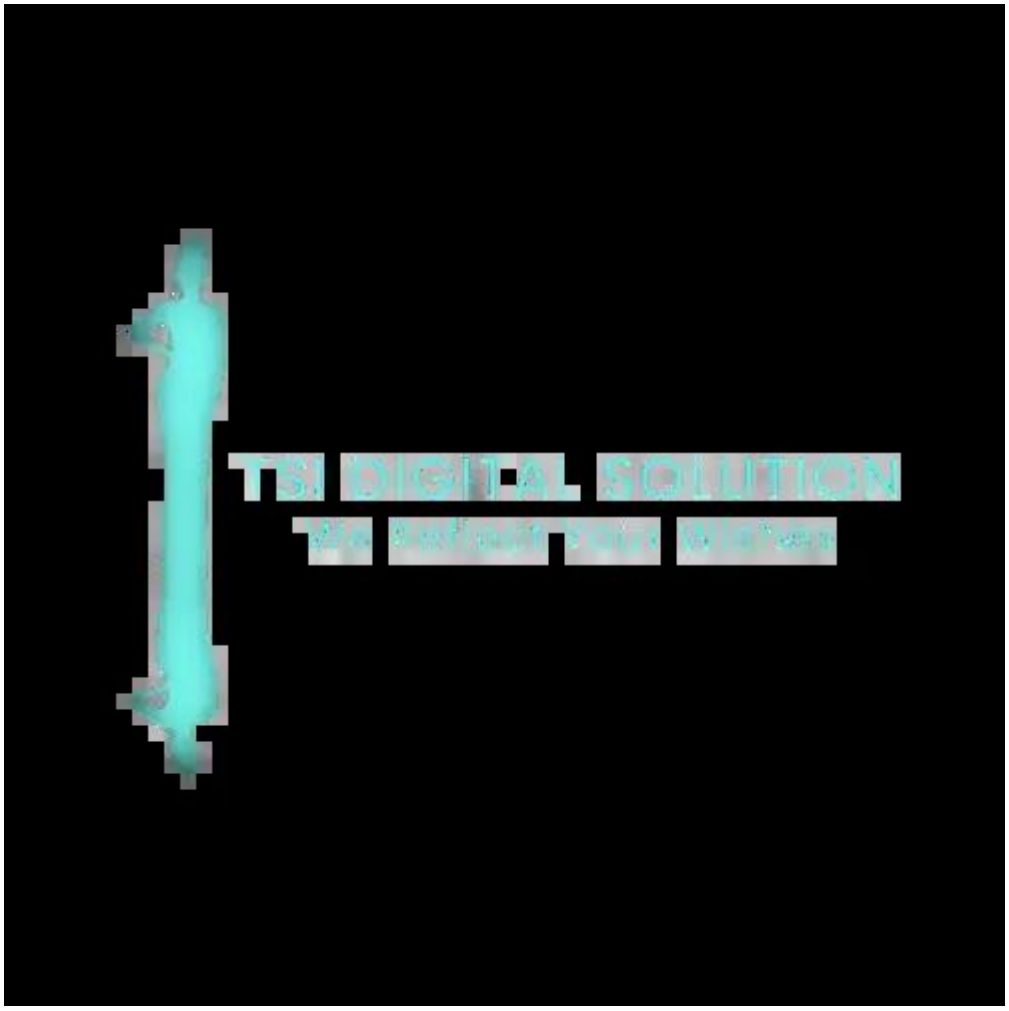
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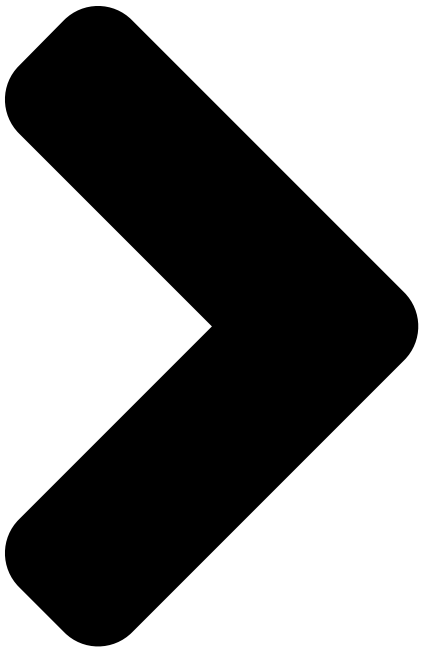


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Media Optimization for SEO

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Media Optimization.

Elevate Your Website’s Performance and Rankings

We often think of SEO (Search Engine Optimization) as a game of keywords, backlinks, and meta descriptions. While those are important, there’s a hidden

factor many businesses overlook: media optimization. From images and videos to graphics and page speed, how you manage media on your site can make or break your SEO strategy.

At TSI Digital Solution, we believe media is more than just visuals, it’s a powerful tool to enhance user experience, increase engagement, and ultimately boost your search rankings. Let’s explore how media impacts SEO, the best practices for using it, and how it can help your website rise above the competition.

The Hidden Power of Media

Great content alone isn’t enough to dominate search engine rankings. If you want to stand out, your website needs to offer a visually engaging and fast-loading experience. That’s where optimized media, images, videos, and even vector graphics, comes into play.

Why Media Matters for SEO: More Than Just Looks

Imagine visiting a website that takes forever to load or has blurry, poorly placed images. You’d probably leave, right? That’s exactly what search engines like Google are trying to avoid. They reward websites that provide a smooth, fast, and visually appealing experience.

Here’s how media directly influences your SEO:

1. Page Load Speed

Fast websites rank higher because they provide a better user experience. Every second of delay can lead to higher bounce rates (the percentage of visitors who leave without interacting). And the slower your site, the lower your SEO score.

2. User Engagement

Visual content like images, videos, and infographics, keeps users on your site longer. This increases your dwell time (the time someone spends on your site), signaling to search engines that your content is valuable.

3. Mobile Experience

With over 60% of web traffic coming from mobile devices, having responsive media that adapts to different screen sizes is crucial. A mobile-friendly site is now a ranking factor in Google’s algorithm.

Choosing the Right Image Formats: A Fresh Look

Not all image formats are created equal. While JPEG and PNG were once the go-to formats, today’s websites need modern solutions that balance quality and speed. Here’s what you need to know:

WebP: The New Standard for Images

WebP is a modern image format developed by Google that offers superior compression without sacrificing quality. It’s quickly becoming the default choice for websites.

- **Smaller File Size**: WebP images are up to 30% smaller than JPEGs, which means faster loading times.
- **High Quality**: Despite the smaller size, WebP maintains excellent visual quality.
- **Supports Transparency**: Just like PNGs, WebP can handle transparent backgrounds.

Example:
A 1MB JPEG image of a product can be compressed to 700KB in WebP format without noticeable quality loss, making your site faster while still looking great.

AVIF: The Cutting-Edge Contender

AVIF (AV1 Image File Format) is the newest image format on the block, offering even better compression than WebP. It’s ideal for websites that need top-notch quality with minimal file size.

- **Best Compression Ratio**: AVIF can reduce file sizes by 50% compared to JPEG or PNG.
- **High Dynamic Range (HDR)**: AVIF supports HDR imaging, making it perfect for vibrant, high-resolution photos.

Limitations:
While AVIF is impressive, not all browsers support it yet. However, it’s gaining traction quickly and is expected to become more widely adopted in the near future.

SVG: The Go-To Format for Graphics and Logos

For logos, icons, and illustrations, SVG (Scalable Vector Graphics) is the best choice.

- **Infinitely Scalable**: SVGs look sharp on any screen size, from smartphones to 4K monitors.
- **Lightweight**: Since SVGs are code-based, they load quickly and don’t require much bandwidth.
- **Customizable**: You can easily edit SVGs to match your brand colors and styles.

When to Use SVG:
Logos, icons, and simple illustrations that need to look sharp across all devices.

What About JPEG and PNG?

JPEG and PNG still have their place but are no longer the best choice for every scenario.

- **JPEG**: Useful for complex photos when WebP or AVIF isn’t an option.
- **PNG**: Ideal for images requiring perfect transparency or when quality is more important than size.

However, for most websites, transitioning to WebP or AVIF will provide better performance and SEO benefits.

Optimizing Images for SEO: Beyond File Formats

Choosing the right format is just the first step. To fully optimize your images for SEO, follow these best practices:

1. Compress Images

Even with modern formats, compression is essential. Tools like TinyPNG, Squoosh, and ImageOptim can reduce file size without compromising quality.

2. Use Descriptive File Names

Search engines can’t “see” images, but they can read file names. Instead of IMG1234.jpg, use a descriptive name like digital-marketing-services.webp.

3. Add Alt Text

Alt text describes your image to search engines and improves accessibility for visually impaired users.
Example:
Instead of “image,” write: “Young woman analyzing social media data on a laptop.”

4. Implement Lazy Loading

Lazy loading ensures images only load when they’re about to appear on the user’s screen, speeding up the initial page load.

Videos: The Ultimate Engagement Tool

Video is the most engaging form of media. Websites with video content are 53 times more likely to rank on the first page of Google. But like images, videos need to be optimized.

Video Optimization Tips:

1. **Host on Platforms Like YouTube or Vimeo**
   Embedding videos from YouTube saves bandwidth and taps into a massive search engine.

2. **Use Eye-Catching Thumbnails**
   A great thumbnail increases clicks and engagement, which boosts your SEO.
3. **Add Video Transcripts**
   Transcripts provide additional content for search engines to index, improving your site’s search visibility.

Speed is King: Why Faster Websites Win

No matter how beautiful your media is, if your site is slow, users will leave. And Google will notice. Here’s how to speed things up:

- **Use a Content Delivery Network (CDN)**: A CDN distributes your media across multiple servers worldwide, reducing load times.
- **Optimize for Mobile**: Ensure your site is fast and responsive on all devices.
- **Enable Browser Caching**: Store media locally so returning visitors don’t have to reload everything.

Why TSI Digital Solution is Your Media Optimization Partner

At TSI Digital Solution, we specialize in turning websites into fast, visually stunning, and SEO-friendly platforms. Our services include:

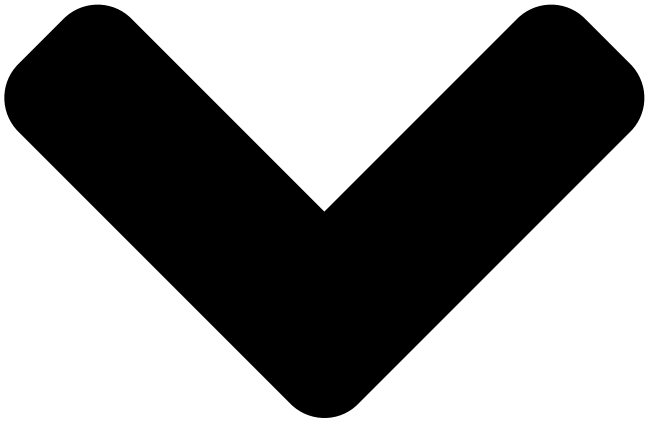
- **Custom Media Strategies**: Tailored solutions for images, videos, and graphics.
- **Site Speed Optimization**: We ensure your site loads quickly and ranks high.
- **Video Marketing**: Leverage the power of video to boost engagement and visibility.

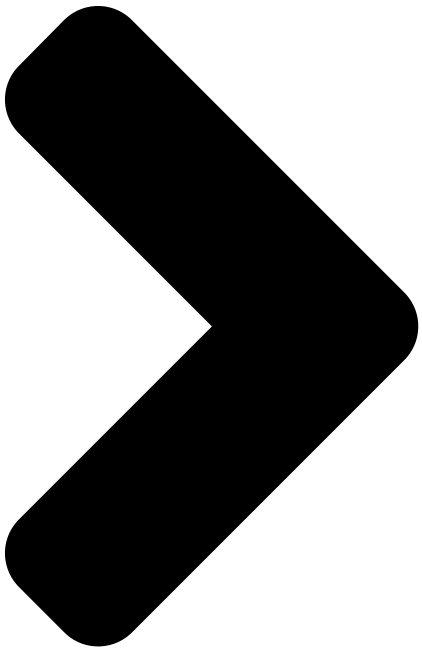
Media is the Key to Modern SEO

SEO is about more than just keywords. It’s about delivering an engaging, fast, and visually rich experience. By optimizing your media with modern formats and best practices, you can improve your site’s performance, user engagement, and search rankings.

Frequently Asked Questions (FAQ)

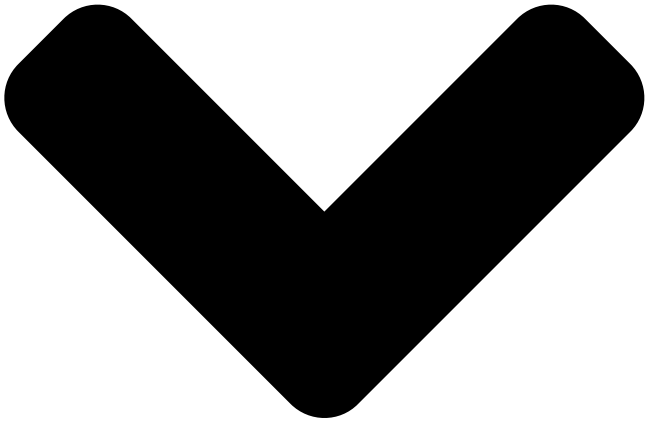
How does media optimization affect my website’s SEO?

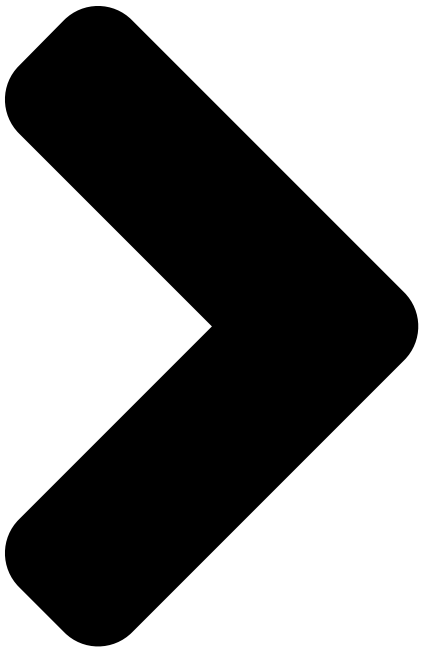




Media optimization directly improves SEO by increasing page load speed, boosting user engagement (like dwell time), and enhancing the mobile experience. Search engines like Google rank fast, engaging, and mobile-friendly sites higher.

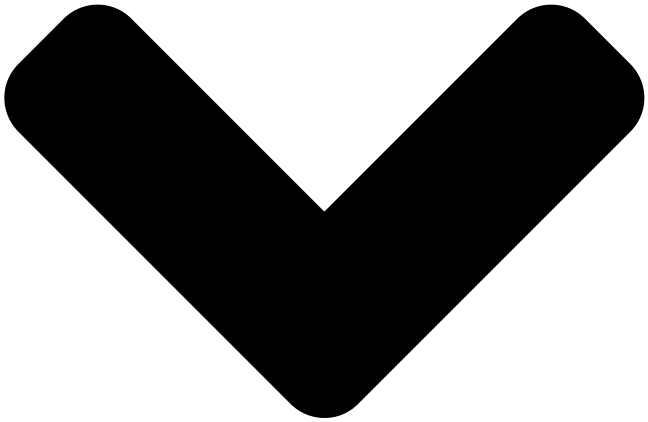
What is the best image format for SEO and speed?

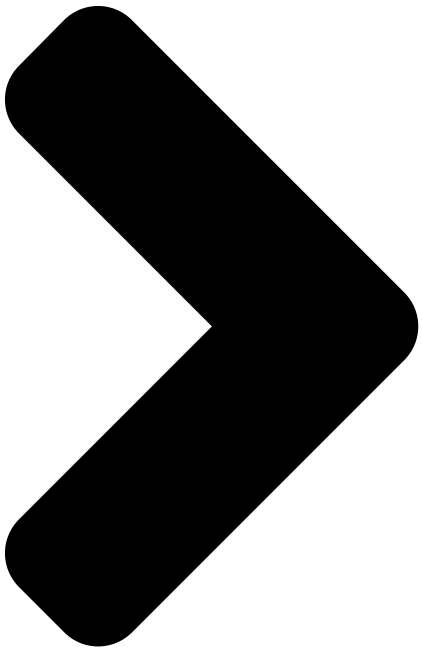




WebP is the modern recommended format for photos and graphics, offering smaller file sizes and faster loading than JPEG/PNG without sacrificing quality. Use SVG for logos and icons, and consider AVIF for cutting-edge compression where supported.

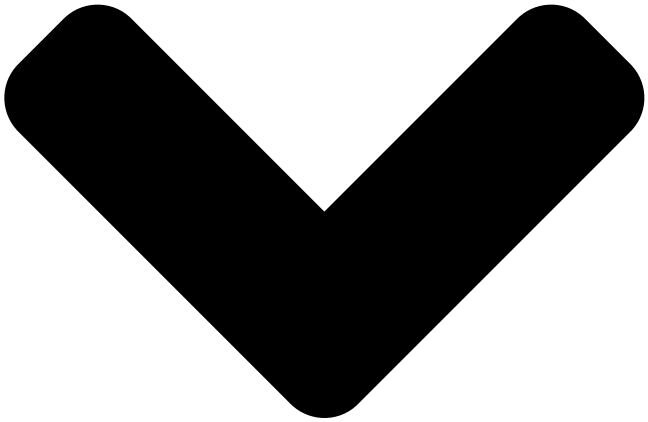
Besides format, how do I optimize images for SEO?

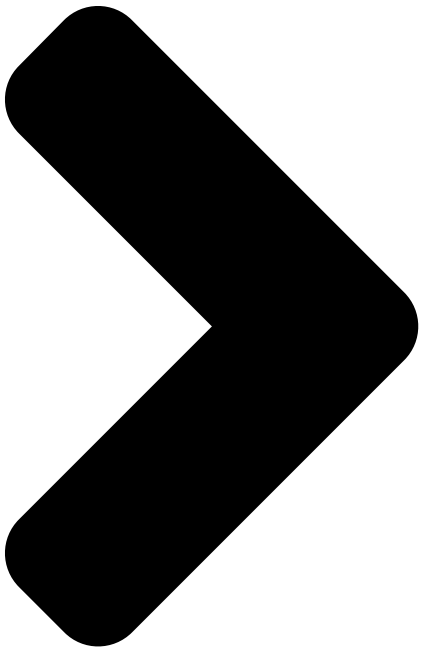




Key practices include compressing images with tools, using descriptive file names (e.g., digital-marketing-services.webp), adding descriptive alt text for accessibility and search engines, and implementing lazy loading to speed up page loads.

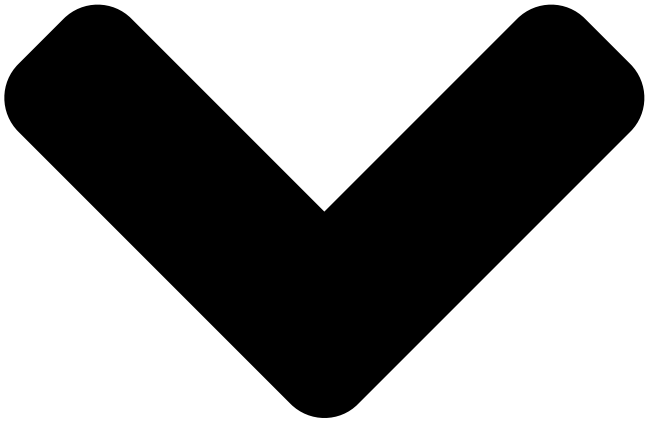
How can video content improve my search rankings?

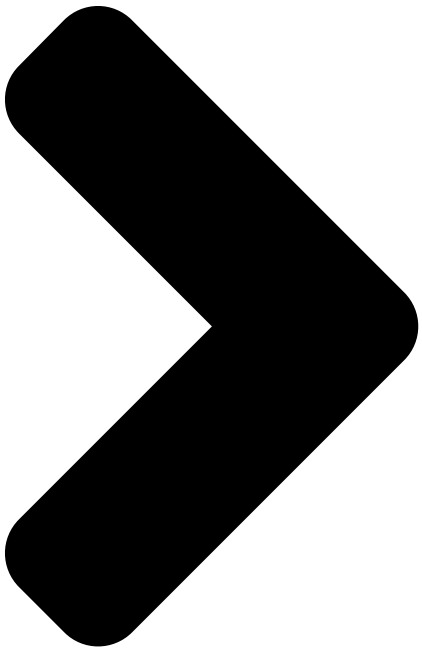




Video significantly increases engagement, making your site 53 times more likely to rank on Google’s first page. For SEO, host videos on platforms like YouTube, use eye-catching thumbnails, and add transcripts so search engines can index the content.

What are the best ways to make my website load faster?





Speed up your site by using a Content Delivery Network (CDN) to distribute media, optimizing all media for mobile devices, and enabling browser caching so returning visitors experience faster load times.

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Reach Out to Us

Ready to Elevate Your Site's Performance?

Optimizing your media is a powerful, often overlooked, key to higher rankings and better user engagement.

Contact TSI Digital Solution today and let TSI Digital Solution audit and enhance your website's images, videos, and speed to unlock its full SEO potential.

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Message*

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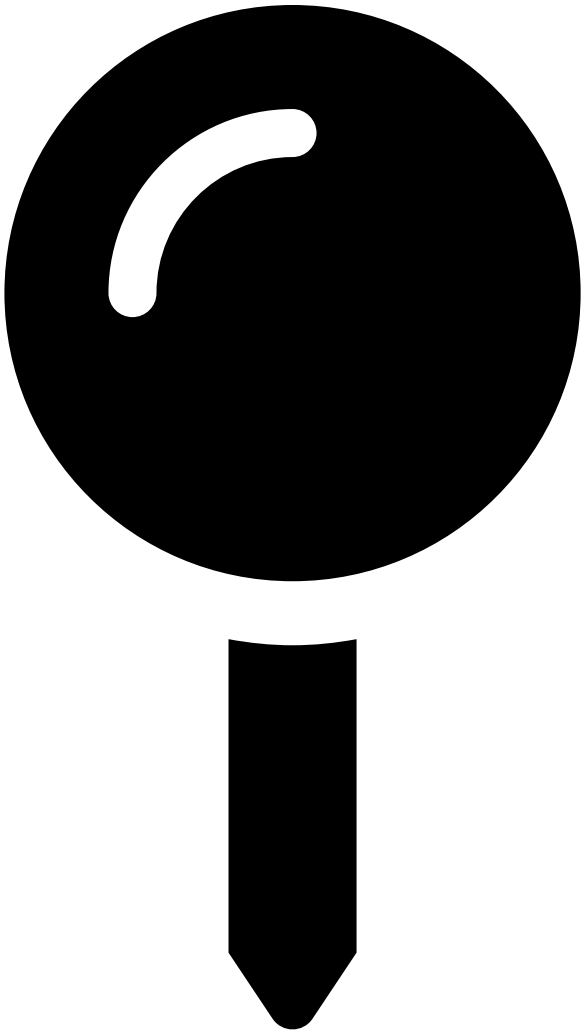
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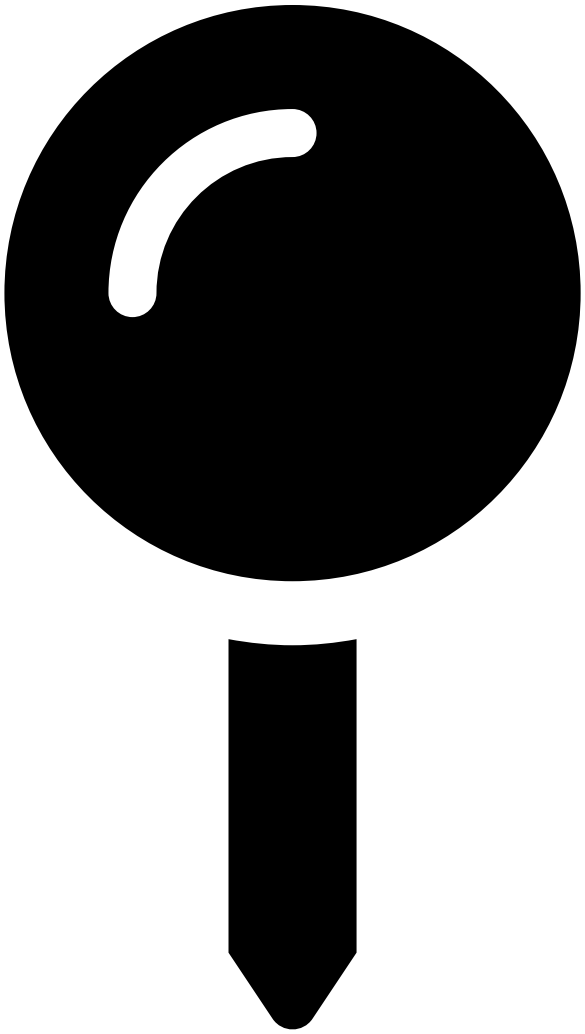
We Reflect Your Wishes

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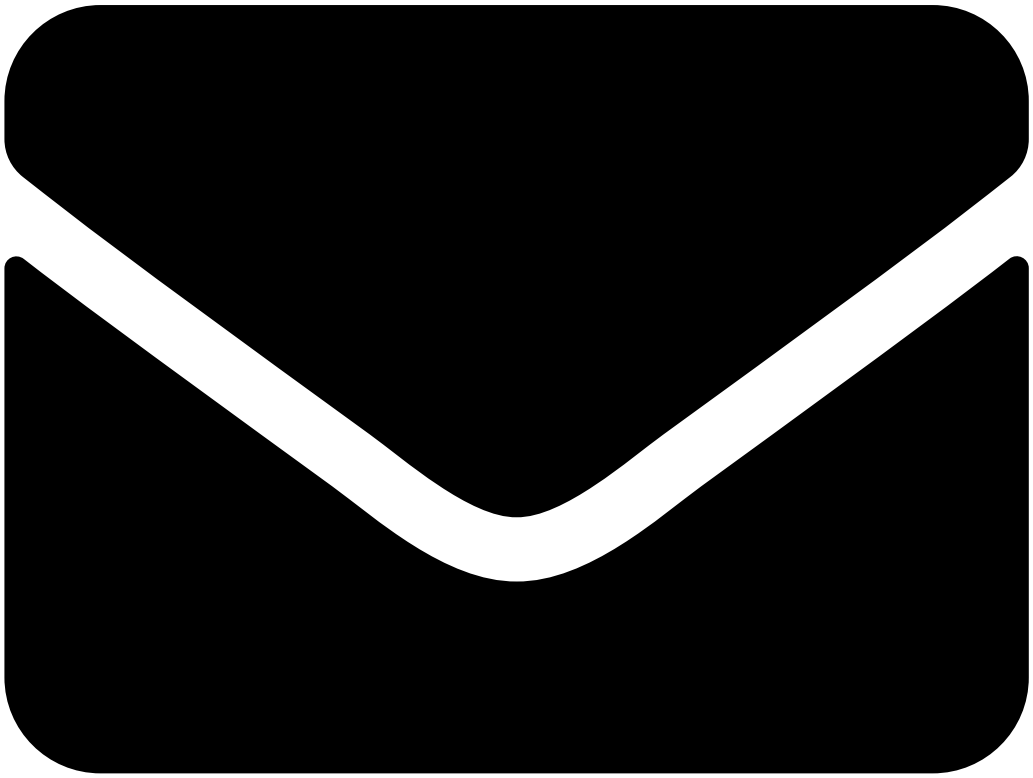


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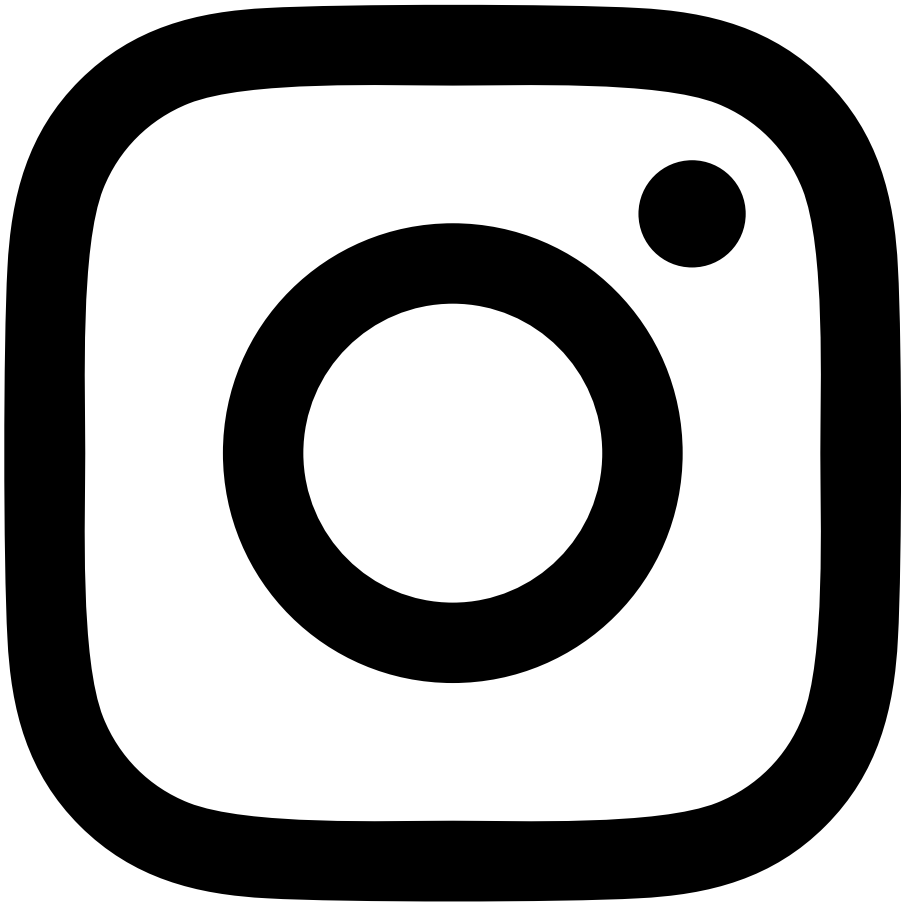
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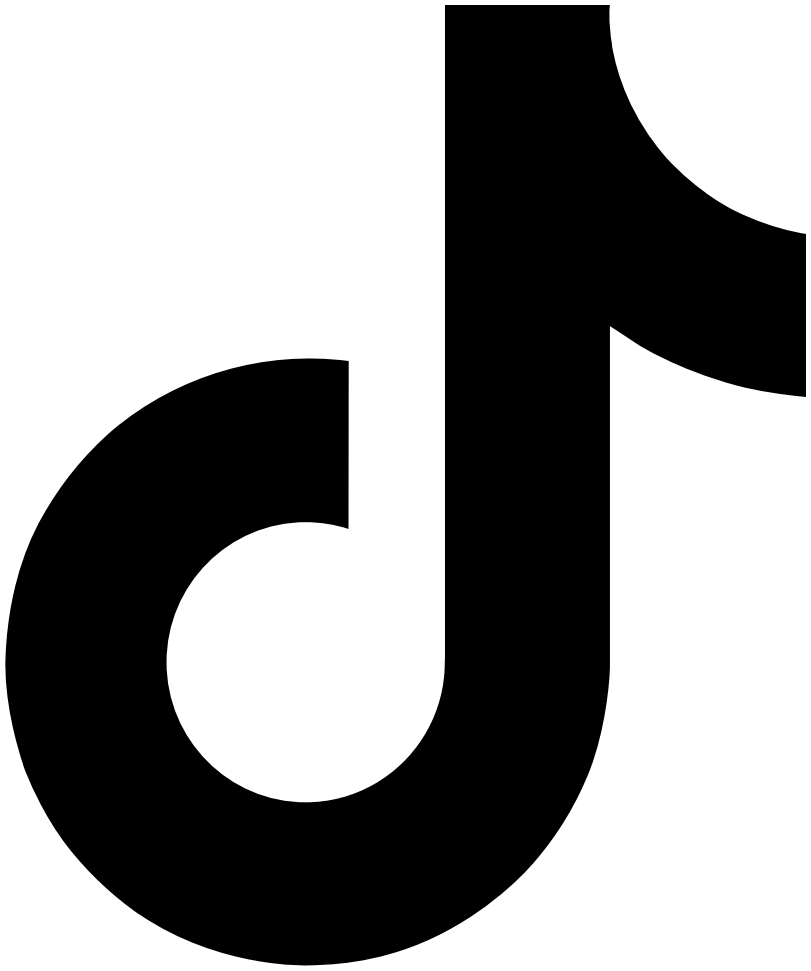
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