

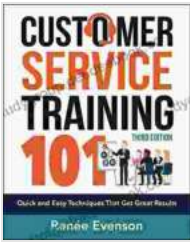
Quick and Easy Techniques That Get Great Results

Images are an important part of any website. They can help to break up text, add visual interest, and improve the user experience. However, images can also slow down your website if they are not properly optimized.

Image optimization is the process of reducing the size of an image without sacrificing quality. This can be done by using a variety of techniques, including:

- **Compressing images:** Compressing images reduces the file size without affecting the quality. There are a number of different compression techniques available, so you can choose the one that works best for your needs.
- **Resizing images:** Resizing images reduces the dimensions of the image, which can also reduce the file size. Be careful not to resize images too small, as this can make them blurry or pixelated.
- **Cropping images:** Cropping images removes unnecessary parts of the image, which can reduce the file size. Cropping can also be used to improve the composition of an image.

Alt attributes are HTML attributes that provide a text description of an image. They are used by screen readers to describe images to visually impaired users. Alt attributes are also used by search engines to index images.



Customer Service Training 101: Quick and Easy Techniques that Get Great Results by Renee Evenson

★★★★☆ 4.3 out of 5

Language : English
File size : 1141 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 239 pages



When writing alt attributes, it is important to be descriptive and accurate. The alt attribute should provide a clear and concise description of the image, including any important details. For example, an alt attribute for an image of a cat might be "A small, brown cat is sitting on a couch."

In addition to using alt attributes, you can also use descriptive keywords in the file name and title of your images. This will help search engines to index your images and improve your website's ranking for relevant keywords.

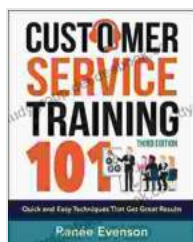
When choosing keywords, it is important to be relevant and specific. The keywords should accurately describe the image and be relevant to the content of your website. For example, if you have an image of a cat, you might use the keywords "cat," "brown," and "couch."

In addition to using alt attributes and descriptive keywords, there are a few other things you can do to make sure your images are accessible to all users. These include:

- **Using descriptive link text:** When you link to an image, use descriptive link text that provides a clear indication of what the image is about. For example, instead of linking to an image with the text "Click here," use the text "Click here to view a photo of a cat."
- **Providing captions:** Captions provide a brief explanation of an image. They can be used to provide additional context or to explain the significance of an image.
- **Using ARIA labels:** ARIA labels are HTML attributes that can be used to provide additional information about an image. They can be used to describe the image, its purpose, or its relationship to other content on the page.

By following these techniques, you can make sure that your images are accessible to all users and that they are helping to improve your website's search engine ranking.

Image optimization is an important part of any website. By using alt attributes, descriptive keywords, and best practices for image accessibility, you can make sure that your images are helping to improve your website's search engine ranking and user experience.



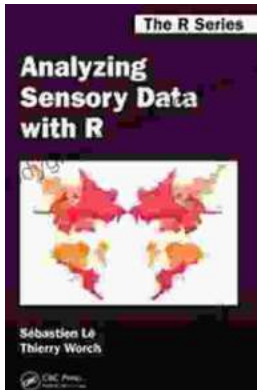
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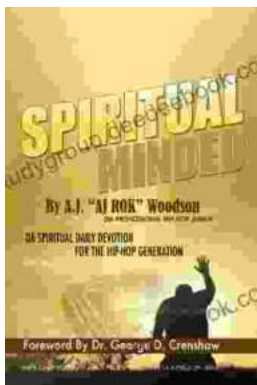
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