

OPTIMIZE VISUAL CONTENT

FOR SEARCH ENGINE VISIBILITY

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ZENO

A DANIEL J EDELMAN COMPANY

The fearless pursuit of the unexpected.

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Web content has evolved significantly



SKIP INTRO

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We live an increasingly connected world...



People connect through mobile more than ever



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Social networks are driving interest and web traffic



With limited time and focus, visual stimulation is key



Tip #1

Name your images with purpose



File Name: img49.jpg



File Name:
motel-neon-sign.jpg

Tip #2

Define “alt” and “title” tags

- Insert Media
- Create Gallery
- Set Featured Image
- Insert from URL

Insert Media

Upload Files Media Library

All media items Search

ATTACHMENT DETAILS



health-practice.jpg
 28 July 2014
 132 x 140
[Edit Image](#)
[Delete Permanently](#)

Title

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

1 selected  Clear

Insert into page



```
<img src=  
"/wp-content/uploads/2014/07/health-PR-practice-icon.jpg"  
width="132" height="140" alt="Health PR Practice icon"  
title="Zeno Group core practices - Health PR" />
```

Tip #3

Optimize your file size

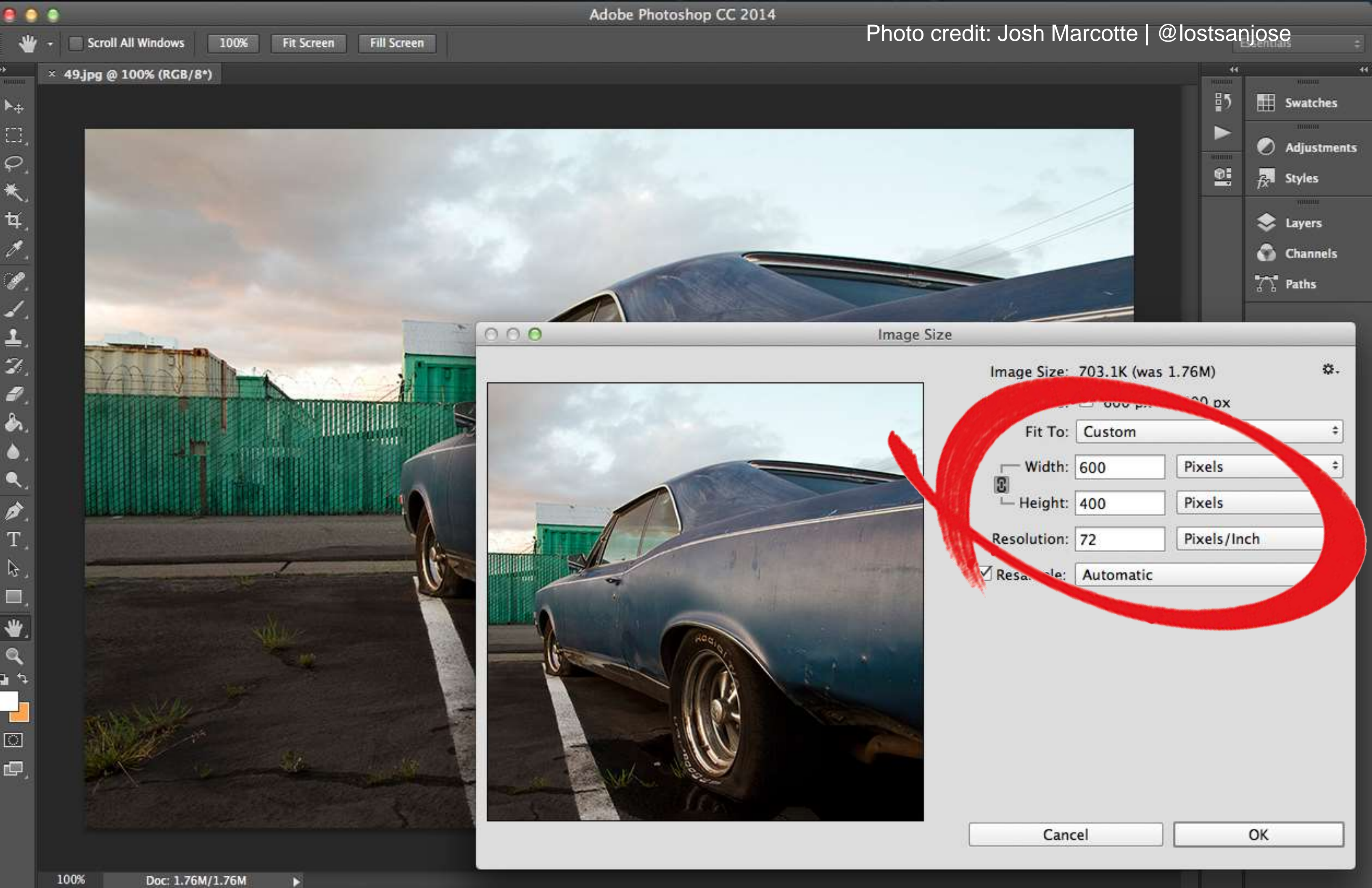


Image Size

Image Size: 703.1K (was 1.76M)

Fit To: Custom

Width: 600 Pixels

Height: 400 Pixels

Resolution: 72 Pixels/Inch

Resample: Automatic

Cancel OK

Sample Size: Point Sample Tolerance: 32 Anti-alias Contiguous Sample All Layers

Save for Web (100%)

Original Optimized 2-Up 4-Up



Format: JPEG High

Format: JPEG

High Quality: 60

Progressive Blur: 0

Optimized Matte: [dropdown]

Embed Color Profile

Convert to sRGB

Preview: Monitor Color

Metadata: Copyright and Contact Info

Color Table

Image Size

W: 800 px H: 533 px

Percent: 83.33 %

Quality: Bicubic

Resampling method

JPEG
76.85K
15 sec @ 56.6 Kbps

60 quality

100% R: -- B: -- Alpha: -- Hex: -- Index: --

Preview... Save... Cancel Done

Tip #4

Make use of social networks


Your website is a hub; social networks are the spokes



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Make use of keywords and titles on Pinterest

Pin it 1 Like 6 Visit Site Send Share




Found on press.fourseasons.com

Four Seasons Hotels and Resorts · 16 weeks ago

Warm dreamy Valrhona chocolate, banana and walnut smoothie, and chocolate pillows and macaroon cushions - The ingredients in these **@Four Seasons Hotel Shanghai** bedtime treats are an excellent source of magnesium and potassium, which help to relax overstressed muscles. They also contain tryptophan, which converts to a sleep-enhancing amino acid that helps make serotonin and melatonin.

Signature Sleep by ...
Four Seasons Hotels and ...



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Tweak YouTube to work for your SEO

Basic info **Advanced settings**


Descriptive Title



Enter your description here

zero x kriselle x social x development x Title x

VIDEO THUMBNAILS ?

Public

 Add a message to your video

Also share on  

Comments

Allow comments All

Users can view ratings for this video

License and rights ownership ?

Standard YouTube License

Syndication

Everywhere
make this video available on all platforms

Monetized platforms
make this video available only on monetized platforms ?

Caption certification ?

Select one

Distribution options

Allow embedding ?

Notify subscribers ?

Age restrictions

Enable age restriction ?

Category

People & Blogs

Video location

Video language

Select language

Recording date

3D video

No preference

Video statistics

Make video statistics on the watch page publicly visible ?

Tip #5

Surround images with context

Beautiful images and videos still need explanation



Photo credit: LupeSanchezPhotography.com



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Pictures are worth 1000 words, but context still helps

The SXSW Experience in Six Star Wars GIFs

posted by Nick Mendoza on Thursday, March 07th, 2013

SXSW is upon us and if you're a first timer that wants to maximize your time and experience, you'll appreciate the following articles:

Digital Trends: [How to survive the wild, weird weeks of SXSW](#)

Forbes: [Survival Guide To SXSW](#)

TechCrunch: [Your SXSW Survival Guide](#)

As you descend upon Austin, connect with Jedi minds and share tacos with the creators of the next hot startup or Death Star, remind yourself ... it's all about Austindipity. Let things happen, embrace the chaos, recharge (yourself and your devices) and use the Force. When you least expect it, wonderful things will play out before you. If they don't, remember how these Star Wars GIFs describe the SXSW experience. And when anyone asks what you do, tell them the truth – you're a member of the Imperial Senate on a diplomatic mission to Alderaan.

It's day one of SXSW and you're feeling great.



You'll discover interesting people, panels and conversations.



kerfuffle
vintage modern remade

HOME ABOUT KERFUFFLE

Defining A Person with Jewelry

What do your accessories, better yet, your jewelry say about you?

I hope mine says that I don't like to follow, I like to happily bound along tangents that may or may not have others on them. I like my jewelry to say something about me, rather than nothing at all. I try to avoid the norm, the mainstream.

This is what I love about custom orders. I love to talk to a person, watch their body language and listen to their choice of words and then come up with something that clearly reflects not only the persona they play up but also the person they are inside (cheesy, I know, but true!).

Case in point: My latest custom order was to a woman I had never met before in person. All I had to go on was a few email exchanges and a couple of ideas from her. She knew she wanted something from my "La Llorona" collection as well as something resembling a similar piece that I had made for another customer. Her name is Margarita, which means "daisy" in Spanish. I ran with that.

When we met up for the first time for the exchange, she nearly squealed with delight when she saw her pieces. Here's what she got:



Thank you!

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Zeno Group is defining and leading
a category of its own: We are the
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