

How does DAM support SEO?

- DAM makes it easier to tag, organize, and optimize images and videos for SEO purposes (Holmes, 2023).
- What's an SEO, SEO (search engine optimization) is a set of processes aimed at improving a website's visibility in search engines, like Google, with the goal of getting more organic traffic. SEO is about fulfilling users' search needs by creating relevant, high-quality content and providing the best possible user experience (Pavlik, 2022)
- DAM is a system that helps you store, organize, access, and distribute your images and other media files (Digital Asset Management, 2023)
 - 1. Reduce file size and loading time
 - DAM is that it can automatically compress and resize your images to fit different devices and platforms. This reduces the file size and loading time of your images, which improves your user experience and SEO score. Faster loading images also reduce your bandwidth and storage costs, and make your website more responsive and reliable (Digital Asset Management, 2023).
 - 2. Enhance image metadata and alt text
 - DAM is that it can help you add and edit metadata and alt text for your images. Metadata is the information that describes your images, such as title, keywords, description, and copyright. Alt text is the text that appears when your images can't be displayed or accessed by screen readers. Both metadata and alt text are essential for SEO, as they help search engines understand and index your images, and improve your accessibility and relevance (Digital Asset Management, 2023).
 - 3. Maintain image quality and consistency
 - A third benefit of DAM is that it can help you maintain and improve the quality and consistency of your images. DAM can apply filters, effects, transformations, and watermarks to your images, and ensure that they meet your branding and style guidelines. DAM can also preserve the original quality and format of your images, and prevent them from being corrupted, distorted, or duplicated. This way, you can showcase your images in the best possible way, and enhance your credibility and reputation (Digital Asset Management, 2023).
 - 4. Track image performance and analytics
 - DAM is that it can help you track and measure the performance and analytics of your images. DAM can integrate with your web analytics tools, such as Google Analytics, and provide you with insights into how

your images are viewed, shared, and engaged with. You can also use DAM to test and optimize your images, and see how they affect your conversions, traffic, and ranking. This way, you can make data-driven decisions and improve your image strategy and ROI (Digital Asset Management, 2023).

- How can DAM improve SEO ranking?
 - Images are optimized for search engines (Tebow, 2022)
 - Metadata tags help categorize files (Tebow, 2022)
 - Compress large files (Tebow, 2022)
 - Take care of copyright issues (Tebow, 2022)
 - Takes advantage of the power of the CMS (Tebow, 2022)
 - Helps with social media sharing
 - Improve backlinks (Tebow, 2022)

Definitions:

- Metadata
 - a set of data that describes and gives information about other data (*Metadata Definition - Google Search*, n.d.).
- Alt text
 - Alt text (alternative text) describes the appearance or function of an image on a page. Alt text is read aloud by screen readers used by visually impaired users, displays in place of an image if it fails to load and is indexed by search engine bots to better understand the content of your page (Moz, 2023)
- Bounce rate
 - the percentage of visitors to a particular website who navigate away from the site after viewing only one page (*Bounce Rate Definition - Google Search*, n.d.).
- Keyword stuffing

Tips and tricks

- Page title needs to be relevant to your blog post content and be under 60 characters long if you want it to display in full (Tyne, 2023).
- An accurate and engaging page title/title tag can increase click-through rates and attract readers who'll stick around and read the post, which reduces your bounce rate (Tyne, 2023)
- A breadcrumb trail shows the reader where they are on your site. It shows the user's path to the current page and contains links they can use to click back to where they were (Tyne, 2023).

- Including a date when your blog post was published or last updated helps with SEO. search engines often prioritize content that is fresh and up-to-date. Readers more likely to stay if they see its a recent date (Tyne, 2023)
- Header tags -> signal to search engines what your content is about. So it's important to use them strategically (Tyne, 2023).
- If you overload your blog post with keywords you could get penalized for 'keyword stuffing'. Plus it delivers a horrible user experience, which will negatively impact your SEO (Tyne, 2023).
- Alt tags can also include your target keywords, which makes them a win for accessibility and for SEO (Tyne, 2023)

Illustrations:

(Flat Set of Icons With Human Characters Reading Books in Online Library Isolated Vector Illustration Free Vector, 2022)

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