

Do search engines read graphics? Should I use graphics to display content?

By Pia Sengupta

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Pia Sengupta
info@1stsearchengineplacement.com

1st Search Engine Placement <http://www.1stsearchengineplacement.com/>

No, the search engine robots are not capable to read the graphics in web pages. If you have written some text in the form images, then search engines will simply not be able to see them. Hence it is advisable to put your content in text format only, and not within graphics.

If you are putting some of your keyword rich content into the graphics, as the search engine can not read them, it will not be able to rank it in the position that it deserves. It will get a much lower ranking in the search results.

Moreover, it is the content of a web site that actually sells your product, not the colorful images. The images makes the web site look good, but the text actually convinces your probable customers to type their credit card number.

It is not even advisable to use graphic links. When a search engine spider comes across a web page, it spiders the links within the page to find other webpages in the site. If it find appropriate, it indexes them as well. If the links of a web page are graphic links search engines will not be able to see the web pages that this page is linking to.

As the graphics use huge memory bytes, the download time of the web pages also increase. In this era of faster click, no one will wait 2 minutes for your web pages to get downloaded. They will simply go to some other web site.

Disadvantages of using graphics:

- *search engines donot read them
- *your search engine ranking goes down
- *your competitor gets a better rank hence gets a better Internet exposure than yours
- *more download time compels your probable customers to move on to some other web site
- *you loose probable customers
- *all the above reasons contribute in loosing sales.

How to optimize the graphics of your web pages?

- *Use the alt tag of the images to optimize the images of your web pages - It is advisable to put the

most important keywords for the web page in the alt tag of the images. The alt tag was used as an alternative text to the images. It was used mainly for those people who are using a browser which is incapable to display graphics. They were the older browsers. These days almost all browsers are image compatible. But search engines still read the alt tag.

*The presence of the most important keywords within the name of the image files helps to boost the ranking of the web page slightly.

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