Seven SEO tips for image link building to generate more traffic

A picture is worth a thousand words. If we talk about digital marketing, a strategically used picture could be worth a thousand links. Links play a pivotal role in the success of your digital marketing and eventually, your brand's growth strategy and that's why image-based link building is a key factor for your search engine ranking.

Put simply, link building is getting your website including your blog, articles, and resources linked by other websites. Your images, infographics, and memes, too, can be used for link building and turn your page into a link magnet.

Readers pay close attention to information-carrying images. According to research by Brain, three days after reading or hearing a piece of information, people can remember only 10% of it. However, if the information is presented in an easy to grasp graphic, that percentage goes up to 65%.

And for that reason, 32% of marketers insist that images are the most important type of content in their digital marketing strategy.

Whitepaper

Images can increase your website traffic by 12%. Social media updates with images get 150% more shares than those without any image.

Want to see your images generating backlinks and generating traffic? Check out the following:

1. Create images that others want to engage with

If you are a digital marketer, you cannot avoid using images. But, creating images that encourage people to take some kind of action – such as to share or to fill up the contact form – requires strategic efforts.

The best way to do that is to create something that your users might be interested in. Share something that revolves around and resolves their pain points.

Keep your images simple and the information in it easy to digest. Some of the most engaged-with images are those that have facts, how-to guides, tips, and quotes.

Source: Buzzsumo

Be regular with your posting and keep monitoring the behavior of your audience on each of your updates. The ones that get most shares, likes, comments, and downloads are the ones your audience likes to see and the ones you should center on.

2. Use image resources and creation tools

First, you need images to support your articles, blogs, web content, and social media updates. Then, you will need to fine-tune those images to fit into your requirements.

ShutterStock, iStockPhoto, and AdobeStock are some of the top platforms to get high-quality graphics for your updates and articles. If you are looking for high-quality images without stressing your marketing budget, Pexels, Pixabay, StockSnap, and Unsplash are a few places to visit.

For editing and creation, you could use Canva, the best online platform for creating compelling graphics for your texts and social media updates. With their sea of pre-loaded templates, this task becomes a cakewalk. Some other image editing tools are AdobeSpark, Fotor, and Pixlr.

3. Use infographics to make your content easy to digest

Although there is a mention of infographic in the article earlier, the point is vast and important that it gets a separate cover.

In modern digital marketing, the use of infographics allows marketers to increase their text's readability and drive engagement. Infographics grab more attention. In fact, an infographic is 30 times more likely to be read than a purely textual article.

About 65% of B2B marketers use infographics for their marketing emails, presentations, and blogs. And 30% of them create infographics on their own.

Creating engaging infographics requires hours and days of research, along with a creative mindset to come up with an interactive, interesting, and unique layout.

You could use tools like Piktochart, Venngage, Visme, and Easel.ly to create infographics like a pro. You can also create infographics with Microsoft PowerPoint.

4. Make your images discoverable

So, now you know how to create graphics for your website and social media. What if people can't find your image?

No matter how impressive your images are, if no one can find them when they need it most or if no one seeing it, it is of

no worth.

To be found on search engines, your images will need to be crawled by crawlers or robots sent by search engines to your website. Since these robots cannot decipher images, you will need to make some alternative arrangements so search engine robots can understand and index your images.

On social media, you will need to follow a completely different strategy in order to make your graphics easy to find by users. On Twitter and LinkedIn, there is an option to add a short description for your images. Pinterest too asks you to add a description to each of your posts.

On Facebook, Instagram, and other platforms including Twitter and LinkedIn, you can increase the visibility of your posts by using the right and trending hashtags.

The easier it is to find your images, the higher is its visibility and engagement.

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5. Find out who is using your image

As a marketer, you should know how many websites link to your images and how many are using them without your permission. It is an important metric for your business and digital marketing strategy building.

If you have uploaded an image on the Internet, you cannot actually control it or stop people from using it. But, there are ways to find out who all are using your graphics.

There is no harm if you are given credit or backlink. But if

someone unauthorized or without allowance is using your image, it could have an impact on your search engine ranking.

Open Google Image Search, and upload or paste the link of your picture. You shall see a list of similar images being used by others.

A couple of similar tools to locate your images on the World Wide Web are TinEye and ImageRaider. Using both these tools, you can also figure out if your images have been cropped, reversed or flipped.

Once you have found unauthorized use of your images, ask the webmaster or admin of the page to give you credit or remove it from their database.

6. Instagram and Pinterest paid marketing

Social media is an unavoidable practice for a digital marketer. It is an immense boost to your SEO efforts.

To make the most of your high-quality images, you could turn to Instagram and Pinterest – the most happening image sharing platforms – that are also in the list of top 10 most used social networks.

That makes Instagram a very popular and super-active marketing platform. With Instagram marketing, you can connect with your audience across multiple channels. You can also create eye-attracting ads that have high engagement rate and improved ROI.

86% of brands use Instagram and at an average 72% of these brands post at least 1 picture every week. Engagement on Instagram graphics is growing with every passing year and Pinterest is 80% more viral and 3x more effective at generating leads than Twitter. In fact, Pinterest Marketing

converts more and faster than any other social media platform. Another plus side about Pinterest is that it has fewer steps from discovery to conversion and it saves marketers a lot of time.

Posting and tracking Instagram and Pinterest activities on a day-to-day basis could be is challenging. So, you could consider using social media management tools. which can ease your day by allowing you to check analytics and schedule your updates.

7. Analyze your competitor’s images

Checking out the activities of competitors has always been a part of traditional marketing strategies. Even in the era of digital and social, you should always be aware of what your competitors are doing.

Follow their feeds anonymously and check out their social media updates and website more often.

Doing so, you can keep yourself updated with the latest marketing trends. This also helps find out the type of content they are leveraging to draw traffic and engagement.

With that, you can take inspiration for your content strategy and gain customer attention through your marketing campaigns. You can even engage with your competitors, sometimes, to draw engagement and attention.

Take an exchange of Tweets between Audi and BMW from last year. BMW tweeted a marketing material using the logo of Audi.

Taking a note of it, Audi commented with the following:

That simply shows that Audi not only follows BMW but doesn’t hesitate in engaging with their update. BMW, too, didn’t ignore their mention. They came quickly with a hilariously mouth-shutting reply.

It is both an example of keeping an eye on competitor’s activities as well as never letting a chance of engagement slip. Both BMW and Audi are competitors both follow each other on all social networks.

PostPlanner has compiled a list of top brands to follow to take inspiration from for your social media graphics. This list compilation includes brands from different industries. So, no matter what industry you belong to, this list is going to be a great help for you.

There is another way, you can perform competitor analysis. Find free and paid productivity tools based on your budget and requirement. One such tool is a must-have resource for your SEO and SMO teams these days.

I hope these tips help you create outstanding visual graphics for your brand, boost your social and on-site engagement, and generate more traffic to your website. The focus should be on creating pictures that offer users some information they can use. And that is the most important point here.

Moving forward, prepare a list of your on-site images that Google and other search engines have indexed. Make another list pointing out the images that have been used legally by others. They are an authentic backlink for your image and site. Make efforts for the ones used illegally and turn them into an official backlink.

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