

Image Location & Type	How to Name The File	Alt Text Wording	Notes
Your own logo images	<i>company-full-name</i> -logo.jpg	<i>Company Full Name</i>	If there are different versions of your log then add another word at the end such as -small or -white etc.
Home page header image	<i>company-full-name</i> -header-home.jpg	<i>Company Full Name</i>	If you have a static image as the home page header
Home page slider images	<i>company-full-name-key-phrase</i> -slider-home.jpg	<i>Company Full Name SEO Key Phrase</i>	If you have an image slider as the home page header
Home page banner & other images	<i>company-full-name-banner-name</i> -home.jpg	<i>Company Full Name Banner Name</i>	These are any images you have on the home page that are not specific to the header or footer.
All other page header images	<i>company-full-name-page-name</i> - header.jpg	<i>Company Full Name Page Name</i>	If every page on the site has its own header image then use this naming convention for them
Any other in-page images	<i>seo-key-phrase-1</i> .jpg <i>seo-key-phrase-2</i> .jpg and so on	<i>Company Full Name SEO Key Phrase</i>	If any page has an image within the page text then use this naming convention for them
Any power page anchor link images	<i>section-link-name</i> .jpg	<i>Section Link Name</i>	If you are using images, such as brand logos, as links to sections lower down the page then use this naming convention for them
All post header/featured images	<i>full-post-name</i> -header.jpg	<i>Company Full Name Full Post Name</i>	Every post on the site has its own header image so use this naming convention for them
Any in-post images	<i>full-post-name</i> -image-1.jpg <i>full-post-name</i> - image-2.jpg and so on	<i>Company Full Name Full Post Name</i> 1 etc.	If any post has an image within the post text then use this naming convention for them
All product category images	<i>category-name</i> -category.jpg	<i>Company Full Name Category Name</i>	For eCommerce category images use this naming convention for them
All product main images	<i>seo-key-phrase</i> -for-sale-uk.jpg	<i>SEO Key Phrase</i> for Sale UK	Uk/UK may be replaced with a different location or wording depending on your SEO report key words and/or target market location. We will advise you what change to incorporate if applicable.
All product other images	<i>seo-key-phrase</i> -for-sale-uk-1.jpg <i>seo-key- phrase</i> -for-sale-uk-2.jpg and so on	<i>SEO Key Phrase</i> for Sale UK 1 etc.	
Gallery page images	<i>company-name-gallery-image-description-1</i> .jpg <i>company-name-gallery-description-2</i> .jpg and so on	<i>Company Name Gallery Image Description 1</i> etc.	If your gallery includes past events or similar groupings of images then you can also add a description of the grouping, for example <i>company-name-gallery-christmas-2020-image-description-1</i> .jpg
Manufacturer/Brand logo images	<i>Manufacturer-name</i> -logo.jpg	<i>Company Full Name Manufacturer</i>	If you specialise in certain manufactures, or brands then use this naming convention for their logos
Pop Up Message images	<i>relevant-title</i> -pop-up.jpg	<i>Company Full Name Relevant Title</i>	If you are having a pop up message banner then use this naming convention for them
Other Images	<i>relevant-title-site-location</i> .jpg	<i>Company Full Name Relevant Title</i>	For any other image on the website add the site location so it differentiates the image from others