



Checklist 13 - Creating Quality Images For More Likes And Possible Shares

Project Name: _____ Date: _____

Yes No

Incorporating quality images in your blog boosts click throughs, conversions and social engagements. Here are tips for creating quality images for your blog:

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Search for images that are relevant to your blog post. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Use tools such as Google Advanced Image Search to search for relevant images. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Purchase images. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Use images that are legal and labeled for reuse. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Utilize clear images and use tools like the Canva platform to redesign the image. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Use Adobe's Kuler or Google's material design color palette to add vibrant colors to your image. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Select appropriate formats for your image. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 8 Be consistent in incorporating images in your content.

- 9 People sell more, thus, incorporate people's images.

- 10 The image is an extension of the message conveyed, thus, utilize explainer images.

- 11 Utilize the alt tag on your image to incorporate SEO tactics.

- 12 Create your own images through graphic design with the help of tools such as Pablo and Canva.

Notes