The 7 best tips for optimizing your webshop for Visual Search

Both text-based and language-based searches naturally reach their limits when describing products. The visual search on the basis of images provides a remedy here. Here you will find the 7 best tips for optimizing websites and shops for visual search.

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1.

Ensure optimal image quality

The eye eats with you - and the optimal image quality increases the appetite to look at more images. This applies not only to the human visitors of your webshop, but also to the bots that are on the move in terms of visual search on the Internet.

They also consider colors, shapes and patterns of your images as criteria for comparison with other images of the respective product category on the net. Help the bot by making sure that the products are clearly recognizable against a calm background. Pixelated images in webshops are, of course, a no-go, not only in terms of visual search.

2.

Use multiple images per product

The number of images you offer per product also has a positive effect on the customer experience - after all, visitors to your shop can get a better impression of whether the product meets their expectations. Be sure to show the product from different angles. If you then integrate 3D displays, you will be way ahead of many competitors.

If possible, offer two different types of images:

- "Mood" images, which show the product in an emotional impression in a certain usage situation, for example

- Rather sober pictures of the product against a white background, which show more details of the product. Such pictures are particularly suitable for visitors who are about to make a purchase decision.

All this increases the chances that your product will be found in the visual search - after all, this depends on which images a potential customer uses to search for a product. Apart from that: If customers get a comprehensive impression of your product, this will also have an impact on the return rate - a significant cost factor in e-commerce.
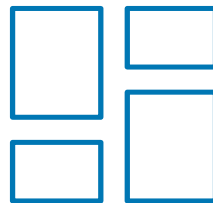
3.

Compress your images

Pictures in unnecessary file size lead to long loading times. This is not only unpleasant for the visitors, it also affects the ranking in search engines. Both of course apply especially to the mobile sector.

Therefore do not forget to compress your images. Google provides comprehensive information here on how you can prepare the image material optimally.

Google also helps if you want to check the performance of your website - the "Pagespeed Insights" give tips in a detailed report on which measures will achieve which results. This allows you to optimise your website efficiently and specifically.
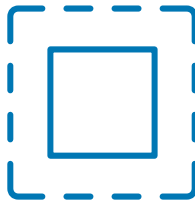
4.

Research keywords

For the search is still important to use the appropriate keywords. Be sure to research the keywords relevant for your products. There are a number of tools available for this purpose, often free of charge - an overview can be found [here](). Use these terms in descriptions and structured information such as ALT texts (alternative text) or captions. This increases the chances of your products being found in the visual search.

Optimize file names

5.

The keywords should also be used in the naming of the image files. Cryptic file names
such as Bild12345.jpg are not practical - neither for search engines nor, for example, for files for download, for the visitors.

Lorem_ipsum.jpg

6.

Add ALT texts, descriptions and captions

It's almost a mantra when optimizing websites for search
engines: Provide your images with
ALT texts - a short textual description of the image content.
Actually located in the area of the legally required accessi-
bility of online offers, ALT texts also help search engines to
capture the context of images.

This also applies to more detailed descriptions and captions
- the latter should be used if you have repeated
Use of the image best vary.

Make sure that you use the most important keywords in all
this information.

Usually you can enter this information in systems like
WordPress or in your shop system in special input masks for
the respective image. This makes them part of the struc-
tured content that is highly valued by Google.

7.

Add the images to the sitemap

A sitemap maps your website. It is basically a list of texts, images and videos available on the website and shows the relationships between the contents. There are a number of tools available for the creation of si-temaps.

Using the sitemap you can indicate which contents are particularly important to you in a search engine friendly way - you make it easier for search engines like Google to find your relevant contents.

You should definitely also include your pictures in the sitemap. Create a comprehensive and well-structured image library and include them in the sitemap. It is up to you whether you want to create a single sitemap for text, images and video or a separate sitemap for each media type.

Further information on the importance of Visual Search for the trade you can find here.
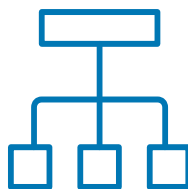
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ABOUT ARVATO SYSTEMS

As an internationally operating IT specialist, Arvato Systems supports retailers & trading manufacturers in the digital transformation.

More than 2,800 employees at 25 locations worldwide bring profound technical expertise, industry and process know-how and a clear focus on customer needs to bear. Our over 400 SAP specialists with comprehensive IT roadmap and IT architecture know-how develop innovative IT solutions for our customers, integrate complete digital process chains (end-to-end) and, if desired, take over the operation and support of IT systems. In addition, we can map entire value-added chains within the Bertelsmann Group. Our global delivery model enables us to implement projects worldwide that are tailored to the individual requirements of our customers.

More about webshops and the
SAP C/4HANA Portfolio can be found here:

arvato-systems.de/c4-commerce

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