

# Are infographics good

for

# SEO



Infographics are as old as time. They date back all the way to the 7th century with the Dunhuang Star map. But do infographics still have a place in the age of SEO? We asked our partners at Noble – a leading SEO agency based in Bristol – to understand how infographics can be optimised for SEO.

## How to optimise an infographic for SEO



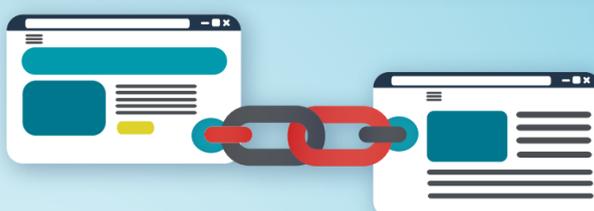
### MYTH



Infographics are useless for SEO as search engines can't read and crawl keywords in an image.

### Make it compelling

When they are shared far and wide, infographics are fantastic for backlinks. So, aim to tell a story with your infographic, using attention-grabbing wording and visuals.



### Increase your reach

Put up your graphic on infographic sharing sites (Visual.ly, Flickr, Reddit) where people go looking for infographics.

### Optimise it for search

When uploading your infographic to your website, include keywords in your title tag, meta description, alt text, canonical tag and header tags.



### Maximise your social signals

The more engagement your infographic receives on social media platforms, the better it will rank on search engines. So, make sure social sharing buttons sit beneath your infographic to make it easy for people to share it.

### Don't make it too big

Don't overwhelm people by making your infographic too big – they simply won't make it to the 'conclusion'. Keep it to 5/6 blocks max, which will also help with load time.



### Give it an intro

By introducing your infographic with some copy, you have an opportunity to embed a few more keywords. Any intro copy shouldn't be too long, and ensure keywords read naturally.

### FACT



"A well-crafted infographic, designed with a specific audience in mind, remains a great way to generate traffic. But, to get the visits and social shares that you desire, you've got to be strategic and have SEO in mind from planning through to execution."

Kate Sikora, Noble's Client Success Director