

Including Images in Google SiteMaps

Google has recently updated their Google XML SiteMaps and now allowing images to be included in the XML Site Map.

Warning: By not listing this image in your Sitemap, you are telling Google that it's less important than the images you have included.

Action Points

1. SearchForecast suggest website publishers include keyword descriptions in alt text as well as the image file name.

For example, the images on the pages http://www.brandsdirect.com/Kitchen_appliances/freezers. only include the brand name such as "Danby DCF55OW" whereas they should include the keywords, for example: "appliance-freezer-Danby DCF55OW"

```

<tr>
  <td rowspan="3" width="40%">
    <a class="lbOn" href="http://www.brandsdirect.com
/product_search_details_new.php?pro_id=14688"></a>
    <!--<a class="lbOn" href="http://www.brandsdirect.com
/product_search_details_new.php?pro_id=14688"></a-->

```

2. Use Google XML Sitemaps to give Google additional information about the images on your website URLs.

Example of XML

The following example shows a Sitemap entry for the URL <http://example.com/sample.html>, which contains two images. (You can list up to 1,000 images for each page.)

```

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
<url>
  <loc>http://example.com/sample.html</loc>
  <image:image>
    <image:loc>http://example.com/image.jpg</image:loc>
  </image:image>
  <image:image>
    <image:loc>http://example.com/photo.jpg</image:loc>
  </image:image>
</url>
</urlset>

```

The following table outlines how the image tags can be defined.

Image tag definitions		
Tag	Required	Description
<image:image>	Yes	Encloses all information about a single image. Each URL (<loc> tag) can include up to 1,000 <image:image> tags.
<image:loc>	Yes	The URL of the image.
<image:caption>	Optional	The caption of the image.
<image:geo_location>	Optional	The geographic location of the image. For example, <image:geo_location>Limerick, Ireland</geo_location>.
<image:title>	Optional	The title of the image.
<image:license>	Optional	A URL to the license of the image.

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