

## 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](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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