

Optimize page images

Improve image relevance, size and accessibility.

THE FINISHED RESULT

Images remain clear, informative images have suitable alternatives, and measured loading behavior is recorded honestly.

Before you start

Environment: Your website editor and Google Search Console

Access and plan: Permission to edit the selected site. Search Console lessons require authorized property access. Indexing and ranking changes are not guaranteed.

Practice project: One published service page

Use a separate demo project and fictional information. Record the exact project and version you use. Keep passwords, verification codes and private customer information out of screenshots and notes.

Official walkthroughs

[Google Search Central: SEO Starter Guide](#)

[W3C: Developing for accessibility](#)

Open the credited publisher walkthrough for current interface instructions and available screenshots, then return to the SETLY exercise. External courses remain with their publishers; this PDF does not reproduce their complete tutorial.

Your practice task

Finish one action at a time. Inspect the resulting screen or record before moving on. If a control differs, check the matching official instructions instead of guessing.

01 / Step 1

Inventory each page image, its purpose, displayed size and source permission. Remove decorative repetition that adds download weight without meaning.

Check: record what changed and confirm you are still working in the intended demo project.

02 / Step 2

Export appropriately sized versions and preserve a clear subject. Use a supported efficient format where the platform allows it.

Check: record what changed and confirm you are still working in the intended demo project.

03 / Step 3

Add useful alternative text to informative images and avoid embedding essential business information only in pixels.

Check: record what changed and confirm you are still working in the intended demo project.

04 / Step 4

Compare layout stability and load behavior before and after the change on the same device and network conditions.

Check: record what changed and confirm you are still working in the intended demo project.

Test, troubleshoot, repeat.

If something goes wrong

If results vary, repeat under comparable conditions; do not attribute all performance variation to the image change.

If your screen is different

Compare the product, editor, user permissions and selected account with the guide. Open the official reference for your version. Do not perform a live change whose effect you cannot verify.

Final verification

Images remain clear, informative images have suitable alternatives, and measured loading behavior is recorded honestly.

Repeat the task with one small variation. Record the test date, project/version, expected result, observed result and a non-sensitive evidence reference. Mark skipped checks as untested.

Your evidence record

Test date: _____ Project/version: _____

Observed result: _____

Evidence reference: _____

Remaining issue and next action: _____

Sources and guide status

Original exercise by Ray / SETLY. Credited technical references are linked on page one. Prepared 1 October 2026. SETLY screen recording and independent learner reproduction are not yet complete. No platform affiliation is implied.

[Open the online practice guide and editable checklist](#)