Flickr SEO Tip Sheet
Feinberg Office of Communications

You’ve just edited all your photos and are ready to post them to Flickr. Here’s how to optimize your Flickr photoset to drive traffic to your website.

1. **Do keyword research.** [Google Keyword Tool](https://adwords.google.com) is a great resource for generating a list of words and phrases that are used in search when looking for content like yours.

   Look for high-volume keywords with low or medium competition, and use the keyword suggestions in your image tagging, names, and descriptions.

2. **Name your images (using keyword data).** Don’t use the generic number-letter combination assigned by your camera. Descriptive names, including keywords, will help search engines connect interested users with your image. For instance, a photo of a research lab might be titled “Northwestern-Cancer-Research-Lab.jpg” instead of DCM1240-23.jpg (a name that offers no context). To save time during your Flickr uploading process, use descriptive names when initially saving images to your shared drive. It will help you search and your team find images later.

3. **Title your images (using keyword data).** Flickr allows you to assign a title to each image you upload. A descriptive title for an image, using primary keywords, offers another opportunity for you to optimize your images for search, and is a user-friendly practice. You can use the same title as your image name, if you prefer. For example, “Northwestern Cancer Research Lab at Feinberg School of Medicine, Chicago.” Long image titles are OK.

4. **Write a keyword rich description for each photo, and link back to the Feinberg site.** Following your image description, insert something like: “Learn more about Northwestern University Feinberg School of Medicine research.” Do not hesitate to insert the same language and link in every photo description within your set.

   **TIP: CONTEXTUAL LINKS**
   To insert a contextual link in your photo description, use this formula in the Flickr editor:

   `<a href="url">Link text</a>`

   Example: Learn more about [Northwestern University Feinberg School of Medicine research](http://www.feinberg.northwestern.edu/research/index.html).

5. **Use tags.** Tags are helpful because they help Flickr users locate the images. Because of this, you can use as many keywords as necessary – but make sure all these are relevant to your images. These keywords or tags add weight to your photo page. But remember – these should be accurate. You don’t want to use the keyword “cancer survivor” for a photoset of cancer lab images. Accuracy is important; “cancer research” would be a better tag for that set.

6. **Give your photoset a descriptive name.** Use event names, dates, and locations.

This process may seem time-consuming and repetitive when uploading large batches of photos, but completing these steps every time will help our Flickr photos work harder to drive traffic to the Feinberg site and help our audiences learn more about our medical school!