



# IT'S ALL ABOUT THE Images

Images make everything online better. And that's a good thing, considering how several big shifts in the social media world are now placing a bigger emphasis on using high-quality photos in content. So how much does adding images to your content matter? Maybe a lot more than you think.

## THE SHIFT TO THE VISUAL



### THE PINTEREST EFFECT

Pinterest is now the third most popular social network. The gorgeous new kid on the social media block truly is all about the images. With page views up **210 percent** in just the last three months, the site cements the importance of using high-quality, sharable images in web content.

### THE TIMELINE OVERHAUL

Facebook's recent switch to Timeline places a bigger emphasis on images than ever before. The larger size of photos within Timeline and the huge cover photo make images an important draw for user attention.

### THE BILLION-DOLLAR ACQUISITION

The price Facebook was willing to pay for photo startup Instagram is another sign of the social media giant's image obsession. Facebook founder Mark Zuckerberg commented on the importance of images in the site's future, saying, "Providing the best photo-sharing experience is one reason why so many people love Facebook, and we knew it would be worth bringing these two companies together."

## IMAGES IN PRACTICE

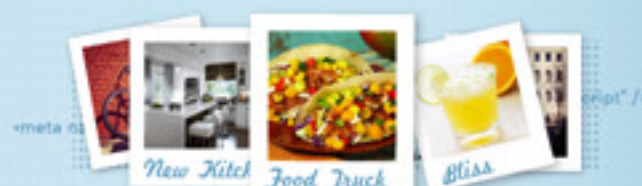
### HOW IMAGES AFFECT ARTICLES

Using images in articles can give a boost to that content's page views. But according to data from Skyword, certain content categories benefit more from having images than others.

#### TOP CATEGORIES WHERE IMAGES BOOST PERFORMANCE



Articles containing relevant images have **94 percent** more total views than articles without images, on average.



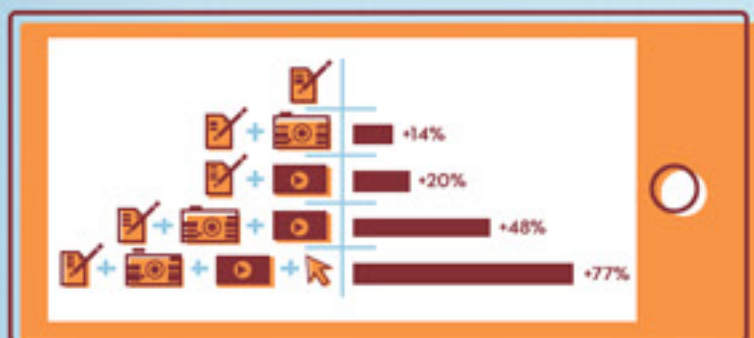
### Get The Most From Your Images

Choose relevant images and use search-optimized captions and metadata.

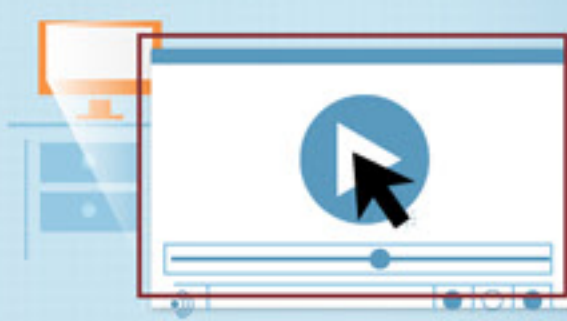
### HOW IMAGES AFFECT PRESS MATERIALS

The more multimedia you include in your press materials, the more views you're bound to get. That's according to PR Newswire data that analyzed more than 10,000 press releases.

#### INCREASE IN AVERAGE ONLINE VIEWS PER PRESS RELEASE BY INCLUDED ELEMENTS



\* Other media such as accompanying files, soundbites, charts, interactive, etc.



### Get The Most From Your Images

Add other multimedia that complements your press release and images in different ways.

### HOW IMAGES AFFECT LOCAL SEARCH

Having any image gives businesses a leg up. When searching, **60 percent** of consumers are more likely to consider or contact a business that has an image show up in local search results.

#### How do you respond to local search results with an image of a business?



### Get The Most From Your Images

Choose a high-quality photo of your business or product/service instead of your company logo.

37%

Images grab my attention, and I give that business more consideration.

20%

I ignore these results and look at the normal results below.

23%

Images grab my attention, and I'm much more likely to contact a business.

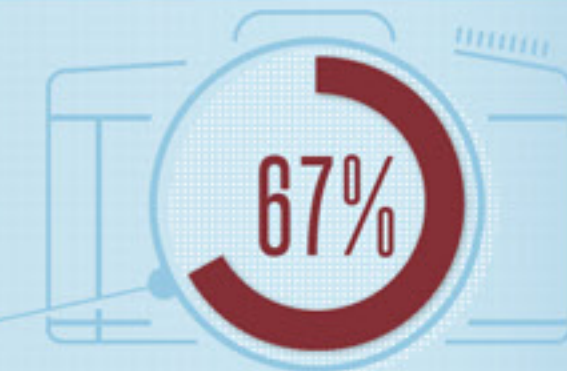
20%

Images don't grab my attention and don't influence my decision.

### HOW IMAGES AFFECT E-COMMERCE

There's no question high-quality images are key when it comes to selling products online, but a recent National Retail Federation report shows us just how important they are.

#### More customers value the quality of a product's image as more important than...



of consumers say the quality of a product image is "very important" in selecting and purchasing the product.



### Get The Most From Your Images

Don't stick to one image; provide customers with alternate views of each item.

63%

PRODUCT-SPECIFIC INFORMATION

54%

LONG DESCRIPTION

53%

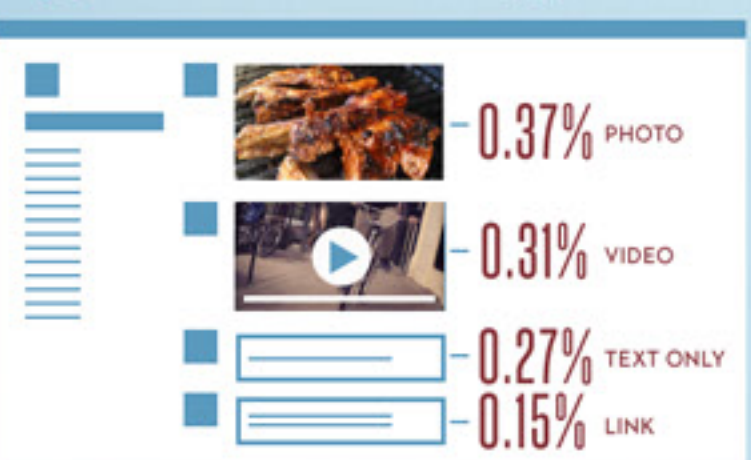
RATINGS AND REVIEWS

\*Figures represent % of consumers who say each element is "very important" in selecting or purchasing a product.

### HOW IMAGES AFFECT SOCIAL ENGAGEMENT

Social media posts also benefit from adding photos. According to an analysis by Web Liquid (conducted pre-Timeline), Facebook posts with photos have the highest user engagement than any other post.

#### Engagement Rate With Facebook Posts By Type



### Get The Most From Your Images

Choose gorgeous, high-quality images that people will really want to share.

Rate determined by Likes + Comments/Impressions

Note: Engagement data calculated before the introduction of Facebook's Timeline.