

Publishers & Media Libraries: Image SEO Playbook

Governance and workflow for large WordPress media libraries

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What breaks at publisher scale

Newsrooms and content ops teams rarely fail image SEO for lack of plugins. They fail because nobody owns the library after publish — and AI without governance accelerates the mess.

- Assets reused across stories with stale or missing alt
- Freelancers uploading without house style
- Migrations that keep files but drop metadata
- Backlogs that never get budget

Operating model

- Editorial owns meaning — alt that matches the story
- SEO / content ops owns standards, samples, and audits
- Engineering owns tooling, permissions, logs, and rollback

Workflow cadence

- On upload: AI draft + required review for featured and in-article images
- On reuse: re-check alt when the same asset is attached to a new URL
- Weekly: sample new posts for empty alt and stuffing
- Monthly: audit top URLs — <https://oppti.dev/image-seo-audit>
- Quarterly: bulk pass on oldest gaps — <https://oppti.dev/bulk-alt-text-wordpress>

Standards to write down

- Max length and banned phrases
- When empty alt is allowed
- Filename rules for photography vs stock
- Who can run bulk AI jobs and what is logged

Where OpptiAI fits

OpptiAI / BeepBeep AI helps generate and refresh alt at volume inside WordPress. It does not replace editorial judgment. HTML guide: <https://oppti.dev/resources/publishers-media-library-image-seo> · Case studies: <https://oppti.dev/case-studies>

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