

WooCommerce Image SEO Playbook

Audit !' prioritise !' bulk-fix with review !' measure coverage

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1. Why product image SEO matters

WooCommerce catalogues are image-first. Featured images and galleries appear in Google Images and assistive tech. Empty alt attributes leave search engines and screen readers with almost nothing to work with.

Image SEO here means accurate descriptions, sensible filenames, compressed assets, and coverage across the SKUs that sell. Pair this with your SEO suite — do not expect Yoast or Rank Math alone to remediate a whole media library.

2. Run an honest image audit

- Sample 5–10 public product URLs with the free audit: <https://oppti.dev/image-seo-audit>
- Note empty alt, filename-as-alt, and decorative images that should stay empty.
- Spot-check mobile for oversized gallery images that hurt Core Web Vitals.

3. Prioritise what to fix first

- Tier A — top-selling SKUs, collection heroes, homepage / campaign products
- Tier B — category bestsellers, new arrivals, high-impression products
- Tier C — remaining catalogue, variation images, long-tail SKUs

4. Alt text standards for products

Describe what is visible: product type and distinguishing traits when they appear. Prefer “Navy merino wool crew-neck jumper on a white background.” Avoid keyword stuffing and sales CTAs in alt text.

Gallery images can be more specific (side view, worn on model). Decorative theme chrome should use empty alt.

5. Bulk remediation workflow

- Install OpptiAI Alt Text from WordPress.org (listed as BeepBeep AI – Alt Text Generator).
- Scan missing or weak alt on Tier A products first.
- Generate in batches; edit brand voice; save only what you approve.
- Extend to galleries, then Tier B / C.

Product page: <https://oppti.dev/plugins/alt-text> · Pricing: <https://oppti.dev/pricing>

6. Measure coverage for 90 days

Track % of published products whose featured image has non-empty, human-reviewed alt text.

- Week 1–2: Tier A featured images to high coverage
- Week 3–6: Tier A galleries + Tier B featured
- Week 7–12: long-tail sweep + new-upload policy

7. One-page checklist

- Audit sample product URLs
- Define alt style rules
- Fix Tier A featured images with review-before-save
- Extend to galleries; compress oversized uploads
- Re-check coverage weekly for 90 days

This guide is free informational content from OpptiAI — not legal, accessibility-certification, or financial advice. Start at <https://oppti.dev/image-seo-audit> or install OpptiAI Alt Text from WordPress.org.