

# "Making Visuals Truly Visible to AI"



Expert Spotlight:

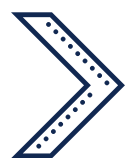
**Diane Emily-Rose Heart**

**Founder of The Visual  
Business Accelerator**

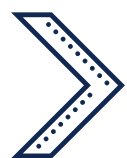


# Real Wins: Turning a Hidden Image Into a Traffic Driver

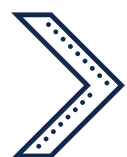
My biggest win came from transforming a single hero image that used to be invisible in Google search. **I added:**



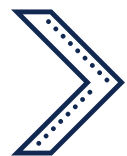
**Human-written** alt text.



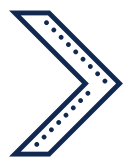
A **one-line** descriptive caption.



Relevant **ImageObject** schema (**primaryImageOfPage**).



**Sitemap inclusion** and removed lazy loading.



Then I verified everything in **Search Console** (**search type: Image**).

# The Result?

**Turning a previously unfindable asset into a measurable channel for traffic and brand visibility.**

## Title:

Sunset Photograph by Diane Heart (Di Jones Photography) – The Visual Business Accelerator™



Both the blog and its hero image are now **indexed and appear in Google Images.**



Both **link directly** to my site.



I can **measure** impressions, clicks, and referrals.

# My Repeatable Process for AI-Readable Visuals

## Before Upload

- Use original imagery tied to a clear entity (place, product, project).
- Export at sensible dimensions, compress files.
- Name files meaningfully in lowercase with hyphens (e.g., **visual-seo-workflow-manchester.jpg**).
- Add creator and copyright metadata.

## On The Page

- Use real `<img>` elements (not CSS backgrounds).
- Set width + height to prevent layout shifts.
- Avoid lazy-loading hero images.
- Write clear, functional alt text — no keyword stuffing.
- Add a short caption that includes brand or context.
- Include nearby text mentioning the main entity naturally.

## Structured Data

- Add **ImageObject** schema for the hero and mark it as **primaryImageOfPage**.
- Include others in an image array.
- Keep author, publisher, and date details consistent in WebPage or Article schema.

## Discovery & Verification

- Make sure image URLs are indexable and listed in sitemaps.
- Internally link from already indexed pages.
- Validate schema (**Schema Validator**), check accessibility (**Lighthouse, WAVE**), and monitor Search Console.

**When your  
impressions  
move from zero  
to something,**



**that's **proof** your  
visual is finally  
**discoverable.****

**—Diane Emily-Rose Heart,**  
Founder at The Visual Business Accelerator

# Where Teams **Go Wrong**



The biggest issue I see is **AI-generated alt text with no human review.**



AI tools can describe what's visible, **but not what's important.**



Leads to **generic or even inaccurate descriptions**, a problem I find constantly in Lighthouse and WAVE audits.



Brands need accountability to oversee alt text, as even large teams can **miss key accessibility and SEO checks** without it.

**“Alt text isn’t just a checkbox, it’s a strategic SEO and accessibility asset that deserves real ownership.”**

# Scale vs. Quality: Building Quality Into the Workflow

“There’s **no shortcut to quality**. Consistency and precision are what make visuals truly discoverable.”



Automation speeds up processes, but sloppy and inconsistent metadata **harms SEO and brand trust**.



**Build quality checks** into the process using semi-automated tools that still require **human review**.



Use standardized **metadata templates**.



Create detailed **content and accessibility guidelines**.

# Quick Wins: Where I **Start With** **Old Visuals**

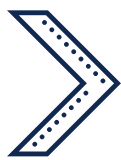
- 1 **Add or rewrite alt text** — clear, accurate, descriptive.
- 2 Resize and **compress images** for faster loads.
- 3 Ensure images are **indexable** and **appear in sitemaps**.
- 4 **Add captions** or nearby text for extra context.
- 5 Apply basic **ImageObject schema** to key visuals.

**“Fixing visuals for AI visibility often improves compliance too, and that’s now a business advantage.”**

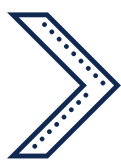


# Future View: Visuals and Keywords Will **Work Together**

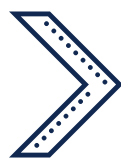
“Visuals won’t replace keywords overnight, but early adopters who make their images **AI-friendly will have the edge.**”



Visuals are quickly becoming a **new language for search**. Tools like Google Lens are proof.



Still, text and visuals **complement each other — not compete**. Strong imagery supported by relevant text delivers the best results.



Optimized visuals **give brands an early foothold in AI search** and those investing in this now are setting themselves up to be seen first.

# Key Highlights from Diane's Expert Insights



**Alt text is key for SEO.** Write clear, functional alt text and a short caption with the brand, location, or purpose.



Add an ImageObject for the hero (**primaryImageOfPage**) and list key visuals in an image array.



**Optimize** image size and compression for faster loading.



Standardize metadata, use scalable guidelines, and **combine automation with human review.**



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Emily-Rose Heart**  
**Founder at The  
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[The Visual Business Accelerator™](#)

