How To Find The Best Image Context For Your Content

The average blog post has 3.2 images. We are 6x more likely to remember photos instead of text. Do you ever find yourself leaving images out of your posts because you aren't a designer? Do you think your post would perform better if they had graphics associated with them? Use these resources to get you started.

Color

—Google Material Design color palette

Icons

—IcoMoon.io
—Line Icons
—Modern UI Icons
—350 Pixel Perfect Icons
—Flat Icons
—3600 Flat Icons
—Creative Market

Imagery

—SXC.hu
—Pixabay
—Unsplash.com
—DeathToThe StockPhoto.com
—LittleVisuals.com
—Superfamous.com
—PicJumbo.com
—Creative Market

Patterns

—SimplePatterns.com
—Concrete Seamless
—Crossword
—Stardust
—Square Metal
—Notebook
—Triangular
—Mooning

CoSchedule

Vectors & Shapes
    –Creative Market
    –PixeDen.com
    –PremiumPixels.com

Typography
    –Google Fonts
    –WhatFont Extension
    –Exchange
    –Proxima Nova
    –Typekit.com

Now you have the resources take it a step further to ensure that your images will succeed.
Articles that use 1 image for every 75-100 words get shared the most.

How To Find The Best Image Context For Your Content

1. Every Image Needs Context
Stock photos carry very little context beyond that of you grabbing a photo just to have one.

How can you provide content for your images to make them more original and visually interesting for your audience?
Ex. Use the stock image as a background and use an app like Canva to make it more applicable to you content.

A Picture Is Worth 1,000 Words
Consider your audience, what will they be looking for from your images?

Remember the thousand words that your image contributes to you post might not be the thousand you were aiming for if you don't consider who is reading.

2. The words you put with an image change its impact.
What questions could you ask along with your caption where the image could hint at the answer?

Rework your content to highlight key phrases that frame your images to make your content more "skimmer" friendly.

80% of readers will not read your whole post, but they will scroll all the way to the bottom to see any visual marketing associated with the post.
- ☐ Include images throughout your content.
- ☐ Since skimmers scan for images, include actionable text on the image.

3. Images pulled out of content take on new context.
- ☐ Have a featured image for every post so that your headshot or a random ad doesn't become the image on social media.

- ☐ Incorporate words into your graphics so that wherever the image travels, the context does too.

Choosing Powerful Images That Work

1. Your image must stand out.

Tweets with original images get 18% more clicks.

Is your blog overrun with stock images that you just threw in because you needed them? Brainstorm how you can change that for future posts.

Use startling images and color.

> **Bonus Tip:** *Have an image with the dominant color blue gets 12% more interactions.*

Use humor but proceed with caution because overused humor images such as the Dos Equis Most Interesting Man Meme get overused and ignored.

Shake up assumptions

The best image is the one that makes you ask a different question about your blog post.

Are there images that can illustrate your concept in a surprising way?

2. Your image should illustrate the idea.

When you finish writing a post:
- [ ] Sum it up in one sentence for yourself.
- [ ] Find the big idea
- [ ] Find an image to illustrate that specific idea, instead of finding an image to illustrate your post in general.

3. Your image could evoke curiosity.

Write your post first.
If you find a fantastic image that evokes curiosity, go back and edit your post so it fits. Not vice versa.

When your graphics are ready to go, schedule all of your content with CoSchedule. It's your all-in-one marketing calendar. Start your 14-day free trial today!

HEAR THE RAVES

"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— Michael Hyatt, *New York Times Bestselling Author of Platform: Get Noticed in a Noisy World*

"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

—Jay Baer, *Convince & Convert Bestselling Author of YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule
The social media editorial calendar for WordPress