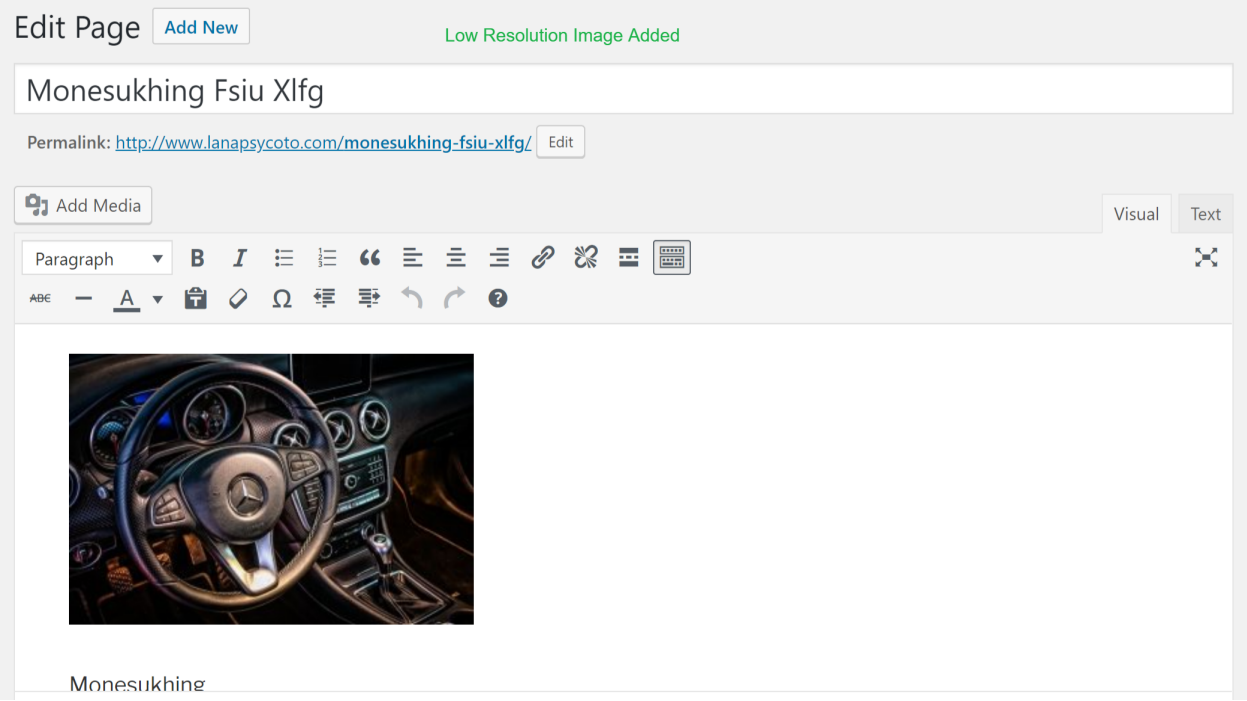
Test 233: Will a Page with a High Resolution Image Outrank a Page with a Low Resolution Image?

Hypothesis: Image resolution will not affect rank.

Background Information: In the Skype group, a member reported that they got off the phone with a Google rep who told them that high resolution images were good for SEO. That's enough for us to jump in and investigate.

Test One: Five pages were created in the usual manner. A low resolution image was added to the number 3 ranked page (test page). Identical images, but in higher resolution, were added to the number 1, 2, 4, and 5 pages (control pages). We anticipate that if Google favors higher resolution images, the test page will drop.



Test One Results: After the images were added, the page with the low resolution fell to number 5 in the rankings.

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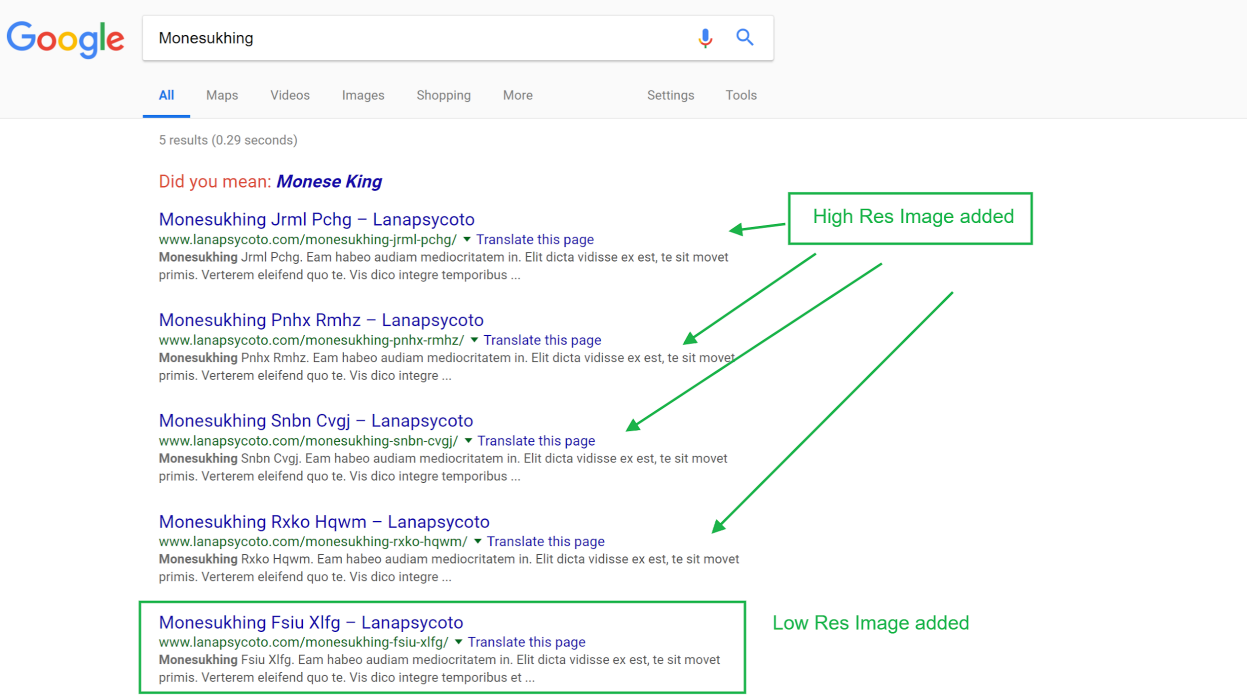
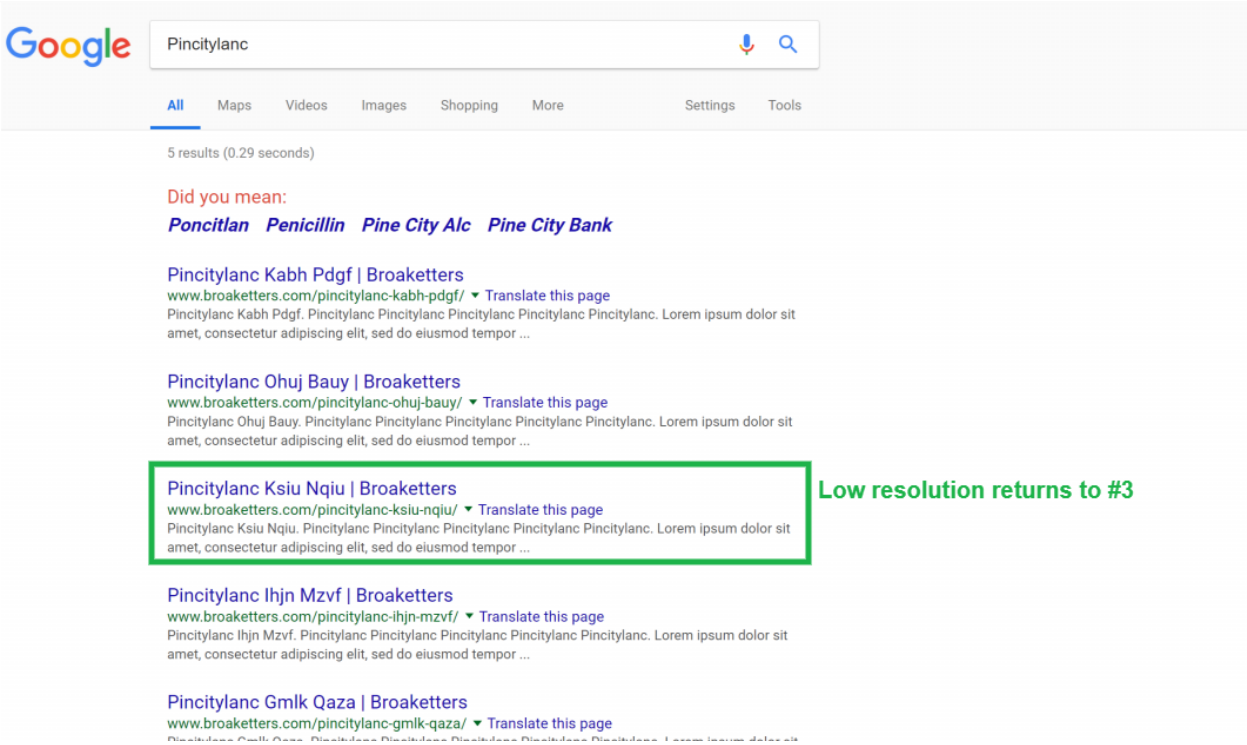


However, it then returned to the number 3 spot in the SERPs:



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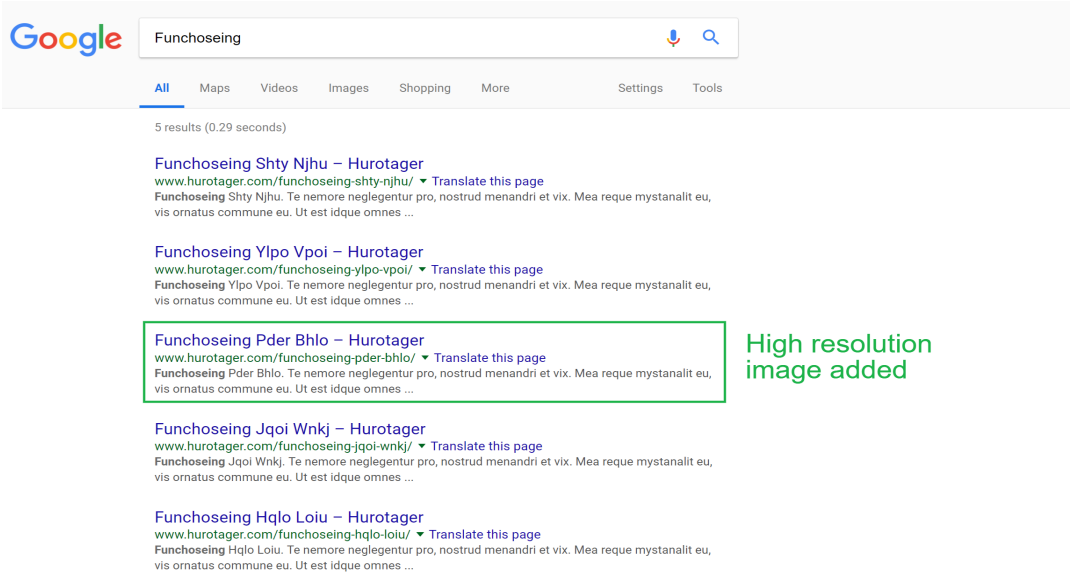
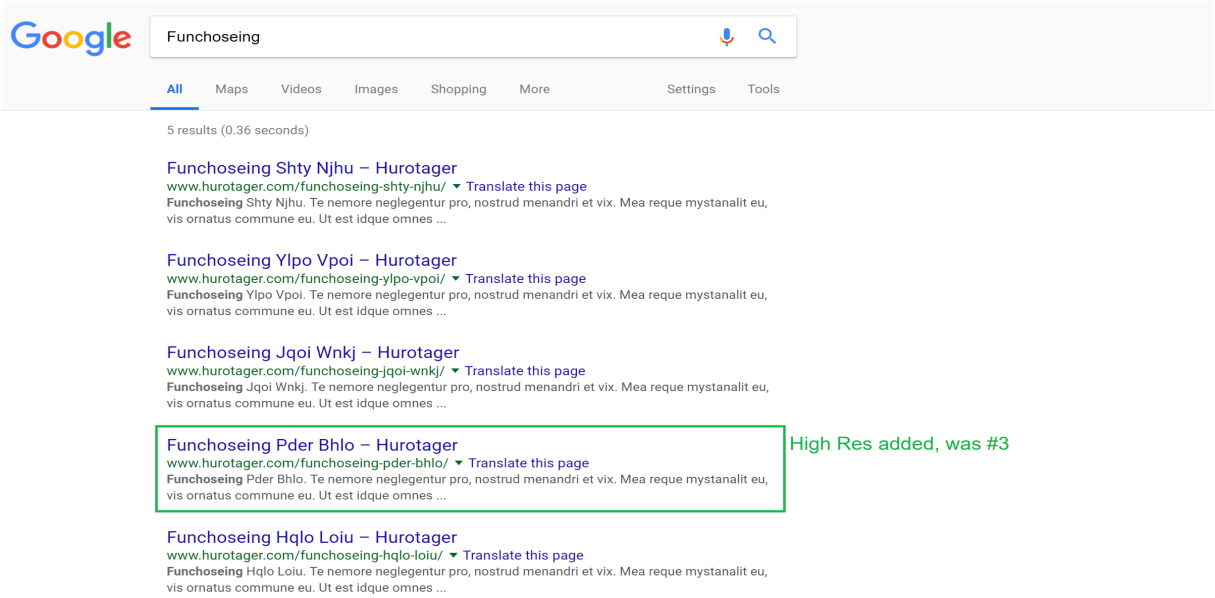
Test Two: We then tested the images in the inverse set up of the original test. Five pages were created in the usual manner. A high resolution image was added to the number 3 ranked page (test page). Identical images, but in lower resolution, were added to the number 1, 2, 4, and 5 pages (control pages). We anticipate that if Google favors higher resolution images, the test page will rise.

Initial ranking:



High Resolution Image drops:



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Analysis/Implications/Application: Another myth busted, image resolution is not a ranking factor or something that is "favored" by Google's algorithm. In the second test, the test page dropping clearly shows that resolution is nothing that Google is taking into consideration.

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