



# How to implement your infographic to drive traffic to your website?

Infographics are a great tool for link building and SEO. The more people engage with your Infographic, the more backlinks you will get. The trick is to make sure your Infographic is SEO-friendly, shareable, and posted across different platforms.

Here are some tips to help you achieve this:

- 1 If you upload the infographic to your website as an image file, make sure you tag the image with an SEO-friendly alt image text. The alt image text should encompass what the image is about. We recommend using the word “Infographic” within your alt tag as well. This will make it easier for search engines to crawl to it and pinpoint which search terms are relevant to your infographic.
- 2 We also recommend creating an embed code for your Infographic. This makes it easy for other people to share the Infographic on their social networks and on their websites...which will help you generate backlinks. We love [this tool](#) for creating an embed code!
- 3 Share it across platforms. You want eyes on your infographic! Post it to your website, add it to your marketing emails, and share it on social media. Pro-tip: you can take screenshots of specific sections of your infographic to make it easier to post on social media. You can share the entire infographic in sections within a post, or share one snippet so viewers will want to see more. Then redirect them back to your website for more info!

