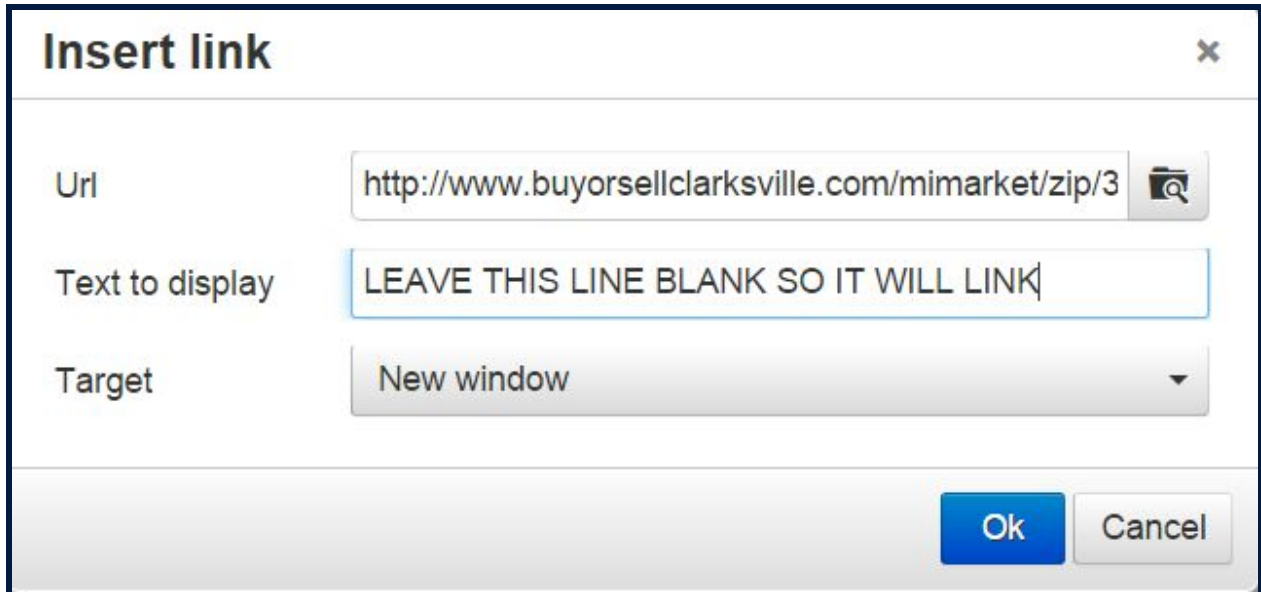# How To Link a Photo to a Webpage

To lead your readers to a landing page and to get maximum value out of your blog posts you may want to consider making your photos or graphics link to a resource page. Backlinks can be very powerful and Google likes seeing support and related information to your subject and will reward you with better ranking. It also provides the consumer with additional information on the subject and establishes you as more of an authority.

If you are posting a photo of a property, you may want the reader to be able to click on it and be taken to the listing page or a post about the neighborhood or HOA. If you have a graph showing market data you might want to link to a previous market data post or your website or the MLS data page.

Relevant links make your post more credible to Google. Think creatively about all the possibilities. Readers are accustomed to clicking on photos to get more information so don't disappoint them.

Here's how to do it. Once your photo or graphic has been inserted in the location you want it in the post, click on the photo until it is highlighted at the corners and then open the Link button (chain iconpage) on the second row of the blog editor toolbar. This is what the window will look like that opens up except the Text to Display field will be blank.

Please note that I wrote on the second line, the Text to Display line that this must be left blank. **You do not want any text on this line** since you are using your photo or graphic as the link and do not need text and it will not link properly if you add text here. Now go get some more Google Juice by hyperlinking your photos.

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