



QUICK START SEO GUIDE

Improving Search Visibility Starts With Keywords

#1: Determine the Keywords Most Likely to be Used by Your Prospects

Write your content using those keywords

#2: Begin Optimizing Each Piece of Content

Select two or three highly targeted keyword phrases identified to weave into each page:

- Use variations and modifiers of the primary keyword. Do not repeat keywords excessively, but use them in a natural manner.
- Don't limit your keyword use to broad or general keywords: there are too many competing web pages that use those words.

#3: Title Tags

Create a descriptive Title that includes the primary keyword phrase that best describes the theme of the page. Use it at the beginning of the title. (Limit to about 5-9 words)

#4: Meta Description Tag

Create a 25-word summary of the page that includes the most important keywords used on that page. Use action-oriented, benefits-driven copy to compel the reader to respond with a click.

#5: Emphasizing Keywords in Body Content

- Use clear page headings and sub-headings that contain the keywords used on that page so that the search engine can identify the theme of your web page.
- Use the primary keyword(s) for that page right at the beginning of the content.
- Code properly with <H1> as the main page heading, then H2 as the next sub-heading and H3 as the sub-sub-heading. Don't overuse <H> tags.
- Include the keywords used on that page in the page file name separated by dashes.
- Include your keywords in content contained in bulleted lists.

#6: Internal Links

When linking to pages within your site, use keywords in the link text that match the keywords the source page is optimized for.

#7: Images

Include keywords within the alt text and in the URL, making it more likely they will be displayed in Search.