



## QUICK START SEO GUIDE

# Improving Search Visibility Starts With Keywords

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

Identify a topic your audience cares about and write about that topic in depth. Does the content address a problem or answer important questions that your customers have?

### #2: Begin Optimizing Each Piece of Content

Think about the topic and the closely-related sub-topics and identify the key phrases around those topics.

- Use synonyms, variations and modifiers. Do not repeat keywords excessively, but use them in a natural manner. Use this primary keyword phrase (or topic) in the title and in the first block of text on the page.
- Don't limit your keyword use to broad or general keywords: there are too many competing web pages that use those words. Think about long-tail searches and write for those queries.
- Use the primary keyword in the URL.

### #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 **20-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

- Link to relevant pages within your site. Use keywords in the link text that match the keywords the source page is optimized for.
- Link to the newly optimized content from other pages using descriptive anchor text.

### #7: Images

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