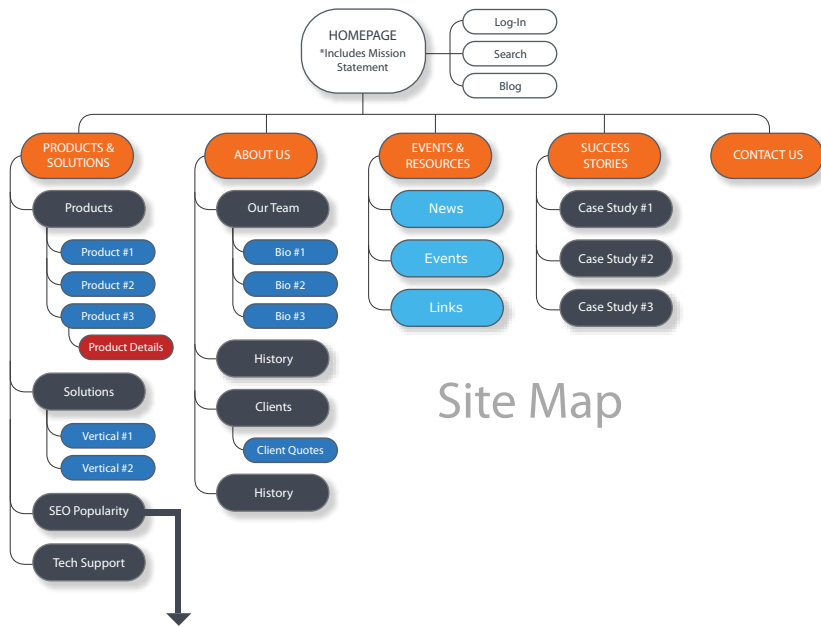


# CREATING & ORGANIZING CONTENT FOR A WEBSITE RELAUNCH



Site Map

Create a Table for each web page using either Microsoft Word or a Google Document.

Repeat the table below for each page of new content.

The page name used in your content document (for each page) should map to the name in the site map.

[Download the Word Template](#)

Page Name	SEO Popularity
<b>URL</b>	http://totheweb.com/services/building-search-engine-link-popularity/
<b>Search Terms Targeted</b> List the most important keyword first.	Web Development, Web Strategy, Digital Marketing, Website Design
<b>Target Audience</b> Think Big Buckets: CTO, Executive, Finance, Identify other Stakeholders	Executive and Finance
<b>Buyer's Journey</b> Examples: Awareness, Consideration, Purchase, Post-Purchase, Advocacy	Ready to Purchase
<b>Title Attribute Tag</b> Include the primary keyword used on the page.	Increase Quality Links to Your Website: Link Building that Works!
<b>Meta Description</b> Include one or two sentences (about 20-25 words or 155-200 characters).	At ToTheWeb, we offer an offsite SEO service that works to build quality links to your website by earning authority, not just simply link building.
<b>Page Content</b> Insert new or existing content.	We focus on strategies that will improve the quality of backlinks to your site, which determines your PageRank, a vital element for success in ranking high in search engines.  (Sub head) <b>Inbound links: You need to earn authority</b>
<b>Assets &amp; Image File Names</b> If known, include the file names for files & images.	Image: WWD_building_link_popularity.jpg Alt tag: link-building

## GUIDELINES FOR CREATING SEARCH ENGINE-FRIENDLY WEB CONTENT THAT RANKS HIGH IN GOOGLE

The most effective way to boost your site's ranking in the organic or natural search engine listings is to determine the search phrases (keywords) most likely to be used by prospective customers and then write your site content using those keywords. This is the foundation of what is known as search engine optimization, or "SEO".

This applies to the text that will be rendered in HTML on a web page. Search engines do not understand text shown as a graphic.

### How many keywords can be used on a page?

- Depending on the length of the page content, select two or three highly targeted keyword phrases to weave into each web page.
- Use variations and modifiers. Replace marketing jargon with keywords that will resonate with your site visitors.
- Don't use excessively broad or general keywords: there are too many competing web pages that use those words to outrank larger sites.

### How do you identify the best keywords for your homepage?

- Focus on the critical two or three keywords that reflect the overall theme of your site. Do your research using Google's free [AdWords Planner](#).



Broaden your site's ranking potential by using variations and modifiers of your keywords.

## How can you emphasize important keywords within your content?

- Create concise page headings and sub headings that contain the search phrases used on the page.
- Code properly with H1 as the main title, then H2 as the next sub-heading and H3 as the sub-sub-heading. MSN particularly likes page headings rendered in <H1> <H2> and <H3> tags. Use the H tags on the web page but define their style in your external style sheet (CSS) for precise control of the look.
- Include keywords in content in bulleted or numbered lists.
- Bold your keywords (but not every time!).
- Do not repeat search terms excessively, but use them in a natural manner in the site content.

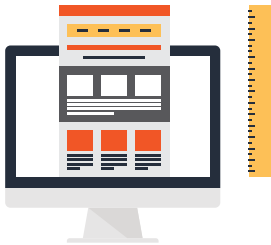
## What else is important in creating search-friendly web content?

- Don't combine a pair of words with a slash "/" character because the search engines don't separate out the words from the slash. If you must use a slash character then put a space on either side of the slash.
- Every web page should contain navigation links to all main pages and to an extensive site map. A site footer map is an easy way to accomplish this.
- Ensure that you are applying the same search engine optimization techniques to other file types such as PDF or Word documents that appear on the website as White Papers, data sheets, etc. Search engines index PDFs, Word, Excel and PowerPoint files (as long as they are not password-protected). [Learn More Here](#) ►
- Keywords are not case sensitive and search engines ignore punctuation.



- **Do file names matter to search engines?** Some search engines pay attention to the page file name. Include an important keyword used on that page in the file name as shown below.

- Don't do this: [www.totheweb.com/products.com](http://www.totheweb.com/products.com)
- Do this: [www.totheweb.com/products/site-optimization.html](http://www.totheweb.com/products/site-optimization.html)



- **Is there a best practice for the length of content on a page?** Search engines love content-rich websites, and longer pages tend to dominate search results. Write at least 250 words of high-value content for as many pages as possible. Ensure that this content will appear in HTML text and contains your keywords used in a natural way.

- **How should you use the Title tag to encourage click-throughs from a Google Page?** (AKA "title attributes tag" – this title is not visible on the page but often appears in the search engine results page)

- The Title tag phrase should contain one to two of the primary keywords that appear on that individual page and the keywords should be towards the beginning of the tag where possible. Except for the homepage, it's not necessary to use your company name in the Title tag as your name is referenced throughout the site's content.
- Every page should have a unique Title tag containing roughly five to seven words (55 characters).



- **What is the Meta Description Tag and how should you use it?** This tag is an HTML element that Google may use below the Title in a search results page. The Meta Description tag should be approximately 25 words, including key search terms, and contain a brief outline of your services.

### How can I get Google to return my site's images for a Google image search?

- Your best chance at having important images and graphics appear in organic image search is to use the Image ALT ATTRIBUTES tag.
- Use search terms in ALT text that are found on the page that the image links to. Don't 'stuff' ALT attributes with multiple keywords!

## Related Content



[Sample of a Site Architecture Map](#)



[Test Your Title & Meta Description Visibility in Google](#)



[SEO Best Practices for Optimizing PDF Files](#)



[Search Engine Spider Simulator – See what Googlebot Sees](#)



[Strategies to Effectively Use Your Keywords in Content](#)

## Search Engine Marketing is serious stuff.

ToTheWeb offers the proven website strategies and tactics you need to generate more qualified traffic, leads and sales. Count on our expertise to execute advanced search engine marketing programs to grow your business.