

You don't have to be a developer or technical wizard to optimize your content for search. Marketers and web editors can use this basic cheat sheet as you create blog posts and other webpages on your site. These tips focus on content optimization, keywords, images and basic best practices that anyone can learn.

KEYWORDS

- Include target keyword phrase in the body content
- Use keyword fewer than 5 times in body
- Link targeted keywords to related internal pages
- Include keyword in the URL
- Target a handful specific keywords over multiple pages of your site

IMAGES

- Include at least 1 image
- Include alt tag text.
- Use a straightforward description of image.
- Include image title text
- Image file size is reduced to 72 PPI

INTERNAL LINKS

- Include internal links, but fewer than 100 total
- Check for any broken links
- Include at least 1 CTA on the page

H TAGS

- Include H1 tags on the page
- Use fewer than (10) H1 tags
- Include relevant keywords in H tags when possible
- Use H2 and H3 tags as headers and subheaders following an H1

META DESCRIPTION

- Include a meta description
- Recommended description length is from 50 to 300 characters
- Meta description does not contain page title
- No need for keywords, but entice people to view the page with engaging content

PAGE TITLE

- Include a page title
- Page title is unique
- Page title character length is fewer than 72 characters
- Include targeted keyword in page title