

Easy Steps Towards Strong Search Engine Optimization (SEO)

Search Engine Optimization (SEO) best practices change so frequently that it can be hard to keep up. Staying current with these changes is essential to your website's performance. Here is a list of questions to be mindful of when optimizing your website for search engines.

KEYWORDS



- Does your URL contain the keyword?
- Do the keywords use natural language?
- Have you identified long-tail search terms?

- Do the headers and titles include the keyword?
- Do you have a keyword that is relevant to your topic?
- Do you have a clear meta description that includes the keyword?

Have you identified relevant keywords with which to optimize your content?

Do your images on the page contain the keyword in their ALT tags?

Does your anchor text for in-text hyperlinks have the relevant keyword?

DOES

0.5%

-

2.5%

of the body content contain the keyword where appropriate?



Using keyword 1-6 times per 300 words of content = 0.5% to 2.5%

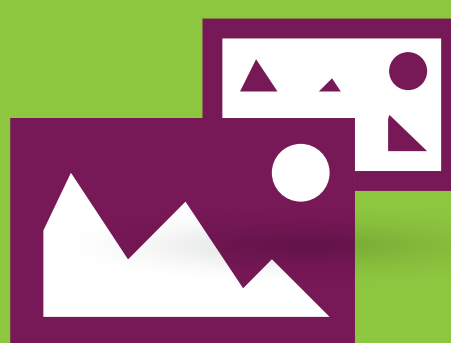
Is your content relevant and interesting to your audience?

Does content meet the required word count (300 words per page minimum)?

Is all content, including social media profiles, up-to-date?

CONTENT

SUPPORTING ELEMENTS



Do images have alt tags?

Are there working inbound and outbound links?

Is there a relevant call-to-action?

Are blog posts tagged with the appropriate topic tags?

Need Help?

Call:
(207) 947-9333

FOR YOUR FREE
CONSULTATION TODAY!

