
ON-PAGE SEO

Template



- Focused Target Keyword & Supporting Keywords- research the ideal phrases
- H1 - Header Tag
- Page Title - 70 characters or less
- Image Alt Text - Google can't read images. Include keyword(s)
- Text containing the focus keyword is linked to a page on the website
- Meta Description - this is the two lines of text that appear in search results. Keep this less then 160 characters and include a call to action, if possible.

OPTIONAL SEO Techniques

- Video Title - create a video, upload to YouTube, embed on the page
- Q&A - answer a question from "People Also Asked" in search results

