

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

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

Image file name includes keywords (bonus)

INTERNAL LINKS

Include internal links, but fewer than 100 total

Check for any broken links

Include at least 1 CTA on the page

H1 TAGS

Include H1 tags on the page

Use fewer than (10) H1 tags

Include targeted keywords in H1 tags

META DESCRIPTION

Include a meta description

Meta description length is fewer than 160 characters

Meta description does not contain page title

Include your keyword in the meta description

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