

<p>URL Structure</p>	<p>Use hyphens rather than underscore between words example – <i>seo-check-list.cfm</i> vs. <i>seo_check_list.cfm</i></p> <p>6 to 7 words maximum for total page URL (domain = 3 to 4 words/+3 to 4) <i>harbour-light.com/seo-check-list.cfm</i> (total of 5 words /2 domain name + 3 file name)</p>
<p>Keywords in <title> tag</p>	<p>Keep Title tags short (6 or 9 words - 90 characters). Make your target “search term” the first word in the page title. <i>SEO Check List NH Search Engine Optimization Advice</i> (SEO Check List is what the information on this page is, and it is also a quality search term (popular with many people using it).</p>
<p>Page Titles</p>	<p>Create a unique page title for each page. Avoid generic page names such as "Home" or "About Us." Think of search phrases that one would type to find information on your products or services. Now think of the words “About Us” about what or who – exactly the point.</p>
<p>H1 tags mirror page titles</p>	<p>H1 tags should mirror page titles (exact words in a different order) Flash back to school and book report outlines – yes think of headers as outlining a topic on a page. The Title of your paper = title tag. Then begin your outline with the intro header (h1) reinforcing the topic/title again on page (using the same words rearranged slightly) This validates that yes indeed the info matches the title, which matches the search query.</p>

<p>Unique Meta Description</p>	<p>Mini summary of what your web page is about.</p> <p>Use proper grammar (oops grammar). Begin description with page title then elaborate using one or two additional key search words/phrases (found within your page information) to describe the page content with more detail (250 characters max).</p>
<p>3 to 5 Keywords Meta Tags</p>	<p>Add the keyword or phrase that page is targeting, along with one or two other key terms found in content.</p>
<p>Business Address, Phone, Email Link</p>	<p>Display in visible area on every page on website. This seems like a no brainer but surprisingly something all too often overlooked.</p> <p>Think of all of your hard work and effort to attract visitors to your website – so while they are on your site, make it super simple for visitors to contact you, during any point and from every place on your website.</p>
<p>Keyword Statement in Footer</p>	<p>Use bold font and keywords to create a one-line statement in the footer about your website. This is an opportunity to reinforce the “who, what, where, & why” of your website.</p> <p>Make important keywords in statement text links that direct visitors to the corresponding page on your site targeting the same word.</p>

<p>Keyword Rich Content</p>	<p>Include the page target keyword/phrase in the first paragraph of content, again in the middle, and near end of page content. Don't keyword stuff content but use words and related synonyms to inform, educate, or answer the needs of visitors.</p>
<p>Images - Keywords in <alt> text</p>	<p><alt> text is used to describe context of images - Search engines only index text, as they do not see images as people do. Alt text describes images which otherwise would be considered empty, useless, nothing space wasted on your webpage.</p> <p>Okay- I am sure you see my point (pun and all). Search engines crave content – good content, the more the better. Take the time to provide alt text for each image on your website – and because the images should relate to the search terms on the page – use the terms you are targeting on the page to help describe the image.</p>
<p>Home Page Content</p>	<p>This is the main portal – the page the majority of first time visitors will land on to enter the site. It is the impression maker, the make it or break it, seal the deal or no deal web page that impacts whether new visitors stay, explore, and purchase or whether determine they made a bad selection, and return to results listings or enter new query.</p> <p>The home page should have 200 to 500 words in content, in comparison to 100+ words on sub-pages, and should target popular search terms that define the purpose of the website / that the majority of people would likely use to find product, service, information in your sector.</p>
<p>Keyword Text Links</p>	<p>At least one keyword text link / page</p> <p>Choose one keyword in text to make as a text link to page within site with related content that adds to the users experience, and use the term to label the link.</p> <p>Be helpful, and make it easy for your visitors to explore your website by providing a guide to information, products, services, and or resources that relate to their search.</p>

On-Page SEO List | Relevant Search Engine Optimization Terms and Definitions

Kelly Samson | SEO Marketing Strategist | <http://www.harbourlight.com>