



BASIC SEO CHEAT SHEET

Simple steps to follow that will make your web pages search engine friendly

Title Tag

```
<head> <title>Keyword</title>
</head>
```

Make sure to put the keyword phrase you are targeting here. Try to give every page on your website a unique title tag. This is the title of your listing in Google and other search engines. Don't use more than 70 characters.



Meta Description

```
<meta name="description" content="This test needs to sell your link so that people want to click on your listing." />
```

Give every page on your website a unique meta description. This is the text that will be displayed in your google listing under the title link, therefore it needs to be compelling and sell the link. Make sure to use your keyword phrases but use them in a natural way so the sentences and grammar is correct. Do not use more than 155 characters.

Meta Keywords

```
<meta name="keywords" content="keyword, keyword 2, keyword phrase, keyword phrase 2" />
```

Google, Yahoo, and Bing have all stated they ignore meta keywords but you shouldn't ignore them. Why you ask? Well, the SEO world changes on almost a daily basis, meta keywords could come back and be used by the major search engines therefore the minor effort it takes to toss in a few keywords couldn't hurt.

Page URL

```
http://www.yoursite.com/product-page.html
```

Try to buy a domain name with your keyword phrase in it. Then name each page with a name that contains the keyword phrase that you are targeting on that page. Use dashes to separate words.

Images

```

```

Name your images with your keywords and also give them an alt tag that contains your keyword or keyword phrase.

Heading Tags

Think of your heading tags like this...

```
<h1>Main Title</h1>      <h1>Most important title</h1>
<h2>Secondary Title</h2> <h2>Next most important</h2>
<h3>Third tier titles</h3> <h3>Third most important</h3>
```

Header tags show in the body of your page. Make sure to at very minimum use your keyword phrase in at least one heading tag that is near the top of your page.

Other Tags

```
<b>keyword</b> or <strong>keywords</strong>
```

Bold your keywords and key phrases when they show up in the body text of your page.

Hyper Links

```
<a href="http://yoursite.com/product-page-02.html">keyword</a>
```

When you create hyperlinks make sure you are hyper linking the actual keyword or phrase and not something like... "click here". It's better to have a hyperlink like this... Blue widgets are great...

Follow these simple rules on every page in your site and search engines will love your content.

Find more tips and tricks at <http://internetpoop.com>

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