

SEO Tips

Content Copyright 2009 Keller SEO Services LLC ([SEO Milwaukee](#)). All rights reserved.

1. Keywords

- a. Definition
 - i. 1 to X word phrases users type into a search box to research a topic
- b. Length
 - i. 22% of all searches are 3 word searches – searchers have become more targeted
 - ii. The “long tail”
 1. Chris Anderson’s book “The Long Tail” – concept of “micro-chunks”
- c. “Money” Keywords
 - i. Phrases most likely to result in your desired conversion
 1. Sell a program, download white paper, contact person, increase brand exposure
 - ii. Not necessarily phrases with a lot of search volume
- d. Questions to ask:
 - i. Have you identified 3-5 target keyword phrases for your web page?
 - ii. Are the keyword phrases synergistic or closely related (Hint: “think like a spider”)?
 - iii. Have you identified your #1 priority keyword phrase – the one that will be the content focus for the page?

2. Creating Page Content

- a. Use the target keywords and work them into the text
 - i. Shoot for 250+ words on a page
 - ii. That’s actually more than you think...
- b. Consider “keyword density”, but don’t get too hung up on it
 - i. Be comparable to top ranking competitor
 - ii. Remember to write for the user first, the spider second
- c. Incorporate keywords into headings and subheadings
 - i. Spiders place a little more emphasis on words in headings
 - ii. Good for “secondary readership path”; people skim & scan
- d. Make images search friendly
 - i. Name the image files with keywords
 - ii. Use the image alt tags & include keywords
- e. American Disabilities Act; for those who use a text reader
 - i. Write keyword rich captions
- f. Tip!
 - i. Examine the page that ranks first for your keyword phrase; there’s a reason it ranks first.

3. Text/Content & Headings Checklist

- a. Subject matter of your text must be highly focused to your 3-5 target keywords
- b. Review the top 1 or 2 ranking results for your priority keywords. These are the pages to emulate in order to outrank them.
- c. Run a keyword density analyzer on these competing pages to get an idea as to keyword density percentages (remember, don’t get too hung up on the exact % -- this is a gauge).
 - i. <http://www.webuildpages.com/seo-tools/keyword-density/>
- d. Aim for a minimum of 250 words of text

- e. Include headings and subheadings (remember the importance of “secondary readership path”)
 - i. Work keywords into headings and subheadings

4. Title tags

- a. Displays in the upper left hand corner of browser window
- b. Also appears in the title of most search engine results
- c. A very important factor in determining ranking
- d. Must contain the keyword targets for the webpage
- e. Must be unique to each page!
- f. Lead with the most important keywords first
- g. Length = 6 to 12 words – no longer than 65 characters including spaces
- h. Try not to repeat identical words (unless high ranking competitors do)
- i. Try not to include “stop words” (i.e., “a”, “the”, “and”)
- j. Make each page’s title tag unique. There should be no other page on your site with that exact title tag

5. Meta description tag

- a. Usually the text that appears in the search engines, just under the title of the result
- b. A short text “advertisement”
 - i. Your goal: entice searchers to click on your listing
- c. Should contain the keyword targets for the page
 - i. Carry the same ones through from the title tag
- d. Include all the keyword targets from the title tag
- e. Length = between 12 and 24 words and about 155 characters, including spaces
- f. Repeat identical words a maximum of 2 times
- g. Highlight product or service benefits / features
- h. Make it truthful -- meaning does your landing page fulfill on the expectations set in the meta description?

6. Meta keyword tag

- a. Keyword Tag
 - i. Although no longer used by major search engines in determining ranking, meta keywords are often used by internal search appliances.
 - ii. Located only in the “behind-the-scenes” code
 - iii. A list of the keywords for the page
- b. Carry the same ones through from the title & description tags
- c. Include all the target keywords in the title tag
- d. Include only words important to the page. Don’t just add keywords vaguely associated with the subject matter

7. Architecture

- a. Web site architecture needs to be “silo-ed”
 - i. Keep similar themes together
 - ii. Let keyword research guide you
- b. Directory structure
 - i. Flat as possible
- c. Parameter driven urls & url structure
 - i. Page names should be keyword-rich
- d. Internal linking structure
 - i. Use keyword rich “anchor text” to foreshadow content of the next page

- ii. It's a clue to the spider
 - iii. No "click here"s
- e. Navigation
 - i. No drop downs
 - ii. If Flash or JavaScript, have an alternative static form of navigation
- f. Forms
 - i. Spiders cannot fill out forms
- g. Identify the keyword phrases within your content / text which are keyword targets for other pages
- h. Make those keyword phrases "anchor text" links
- i. Be consistent!