

SEO Best Practices

Titles

- The most effective page titles are about 10-70 characters long, including spaces.
- Keep your titles concise and make sure they contain your best keywords.
- Each page should have its own exclusive title.
- Featured tool: Here's a snippet-optimizer that allows you to see how your titles look on Google and other search results.

Meta Description

- Meta descriptions are useful because they often dictate how your pages are shown in search results.
- For optimum effectiveness, meta descriptions should be 70-160 characters long.
- Your meta descriptions should be concise and contain your best keywords.
- Make sure each page of your website has its own meta description.

Keywords

- You can strengthen your SEO by increasing the recurrence of keywords on your page and adding more text that pertains to your website's core content.
- No need to use meta keyword – they are not used in search rankings anymore and shows competitors the keywords you are focusing on.

Text/HTML Ratio

- You can strengthen your SEO by increasing the recurrence of keywords on your page and adding more text that pertains to your website's content.

Headings/Subheads

- You can include keywords in your headings.
- The initial heading (Article/Page Title) should include your best keywords.
- Using only one <H1> heading per page will strengthen your SEO.
- Structure your page headings in order from H1 - H6.

Images

- We suggest adding ALT text to your images so that it's easier for search engines to index them.
- Search engines don't physically see images the way people do. ALT text is an option that allows you to specifically describe the image.
- ALT text attaches a description to your pictures so that they show up in Google™ and other search engine's image results.
- Make sure your website images have their own specific ALT text.

- To find out how to assign ALT text to your images, [click here](#).
- Keep in mind that your pages load time will vary based on the number and size of your images. Try your best to keep it low.
- Here's a tip: You can see the past designs of any website by using [The Wayback Machine](#).