

ONSITE PAGE OPTIMIZATION

How to satisfy Google's algorithms and get pages ranked.

USE KEYWORD IN PAGE TITLE AND PERMALINK

Make the page title compelling and keep the permalink short.

USE KEYWORD IN H1, H2, OR H3 HEADER

Make sure your keyword is inserted into your first header and first sentence.

KEYWORD SATURATION

Be sure to use your keyword at least 3-5 times in a page of 300-500 words.

DESCRIPTIVE ALT TAGS

Search engines can only "see" images and videos, not read them. Be sure to label all audio and visual content.

HYPERLINK W/SEP FRIENDLY TEXT

Link to an internal page of your site and an external page that further explains your content.

VIEW YOUR SNIPPET

The Yoast SEO tool auto generates snippets so you can see EXACTLY what others will see when your asset is displayed online.