

Focus Keywords

One or more words or a phrase that is the primary page purpose. Pages can rank for more than one focus keyword or keyword phrase, but should be written for one identified keyword.

Keep track of the focus keywords used on your site and identify specific, different keywords for each page to avoid cannibalizing your page rankings.

Meta Title

The page title that shows in the tab at the top of a browser screen. It is used in search engine page rankings.

Aim for a meta title of about 60 to 65 characters to avoid truncation.

Meta Description

Describes what the page is about. Is often used as the preview text on search engine results. If left blank, the search engine may pull in whatever copy it decides is relevant. While it isn't utilized in determining ranking, it can affect user experience and decision to click the link.

Meta descriptions should be unique, approximately 145-155 characters, and contain focus keywords when possible.

Title Tags

Heading and subheadings on the page that are identified with HTML title tags (e.g., <h1>, <h2>, <h3>).

The <h1> tag is used for the main headline on the page and there should only be one per page. Subheading tags provide opportunities for including keywords, break up content to make it more readable, and can be utilized for listicles.

Keyword Visibility

Frequency with which a keyword is mentioned on a page.

Include the keyword in the meta title, page headings, and three to five times within the content if possible to do so organically.

Cluster Content

Content pieces written specifically to drive traffic to web pages through internal links.

Use the focus keyword as internal link anchor text to build authority.