

Step 1 - Choosing Keywords

Primary Keyword

Identify the most relevant term on the page as your main keyword

Example:

★ Best Practices

★ Most likely the product being optimized

"Niner ROS 9 1-star X7"

Supporting Keyword

Example:

★ Identify a term that supports the primary KW

"MTB" "Biocentric"

Need help selecting your keywords? Use Uber - <http://ubersuggest.org/>

Step 2 - Page Title

Page Title Requirements

< 63 characters in length

"Niner Jet 9 Pro XT/SLX w/Shimano and Easton Components"

Primary KW appears first

"Niner Jet 9"

Each page title MUST BE UNIQUE

Manually craft page titles of products in the 80/20

Separate phrases by pipes (|)

"| MTB | Biocentric | SUPPORTING KW"

Optimize your Page Title's easily with SEO Mofo - <http://www.seomofo.com/snippet-optimizer.html>

Step 3 - Craft a Meta Description

Meta Descriptions must be under 155 characters

Use SEO Mofo to quickly analyze

Solve a problem

Does the product solve a problem that you can highlight? **Common for upgraded products**

Include Capitals

Draw ATTENTION to specific terms

Use Numbers

2014 Award Winner. Ridden by over 10k MTBers!

Call-to-Action

Use action-oriented terms: "**Shop Today**" "**Buy Now**" "**Available Now**"

Key Facts

New product facts that grab the user's attention

Show off

Name drop - "Ed McGreevy ride the new Niner"

Use superlatives

"exclusive collection" "largest selection" "lowest prices"

<http://www.seomofo.com/snippet-optimizer.html>

Step 4 - Header Tags

H1 tag

Only one H1 tag per page

H2 tags

Multiple H2s allowed. Include primary / supporting keywords where appropriate

H3 - H6

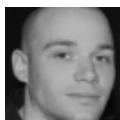
Used as sub-headings where appropriate

Character Limit

None. Must resemble natural speaking language

Information architecture

Use headings to break up large portions of text



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Step 5 - Page Content

Must be UNIQUE All content must be unique and non duplicate. Example: No cut/paste from the manufacturer's website

Keywords Use your primary & supporting keywords in your content - where it seems **natural & logical**

Emphasize text use **bold**, *italics*, and underline where necessary

Links to other products Add links to related products and areas of the site that can benefit the user

Q&A Add 1-3 common Q&As that a potential customer may ask

Reviews Add a review to the product

Videos Add a video of the product where applicable / provide a video transcript

Content is a top priority and highly important factor for influencing our SERPs



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