



HOME PAGE WORKSHEET

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INTRODUCTION. Your *home page* is the most powerful page on your website for SEO, getting to the top of Google or Bing. Use it wisely! Use this worksheet to define your home page and identify steps you need to take to optimize the home page for SEO. Use <http://www.lettercount.com/> to count your characters.

Target Keywords. SEO success comes from FOCUS. You must FOCUS your home page on specific high value keywords. Five is a good number. Less is more. List five target keyword phrases that link your Business Value Proposition to actual customer search queries.

Five ACTUAL search phrases we want to get to Page #1 for -

- Phrase #1: _____
- Phrase #2: _____
- Phrase #3: _____
- Phrase #4: _____
- Phrase #5: _____

<TITLE> Tag / Home Page. The <TITLE> tag is the most powerful tag on any page; the home page <TITLE> the most powerful tag on any Website. **Strict** limit: < 59 characters (visible on Google), < 80 characters indexed. Weave your target keywords into your <TITLE> tag but also write it in a pithy, fun, readable way:

<TITLE> _____
_____ </TITLE>

<DESCRIPTION> Tag / Home Page. The <META DESCRIPTION> tag heavily influences how your company is described on a Google search. Embed your

keywords in your META DESCRIPTION tag and write in a pithy, fun way: Strict limit: < 155 characters.

<META NAME="DESCRIPTION" CONTENT=" _____

_____ ">

Home Page Text. Every word that appears on your home page is a powerful keyword opportunity to get to the top of Google. Write down a few paragraphs about your company's products or services that include your target keywords. Be sure to include at least one keyword heavy paragraph that describes your business, high on the home page. Place this and other keyword heavy paragraphs on your home page:

Home Page Top Five. The home page is a "gateway" to your website, and having a "one click" link **FROM** the *home page* **TO** your keyword-focused *landing pages* is a very powerful signal to Google. Identify no more than five keyword-heavy subject areas that will be "one click" from the home page to SEO-friendly, keyword heavy *landing pages*:

1) Headline (Keyword Heavy): _____

One sentence: _____

Links to URL / Landing Page: _____

2) Headline (Keyword Heavy): _____

One sentence: _____

Links to URL / Landing Page: _____

3) Headline (Keyword Heavy): _____

One sentence: _____

Links to URL / Landing Page: _____

4) Headline (Keyword Heavy): _____

One sentence: _____

Links to URL / Landing Page: _____

5) Headline (Keyword Heavy): _____

One sentence: _____

Links to URL / Landing Page: _____

News. Having press releases on the home page is another powerful technique. You should list at least three fresh press releases and/or blog posts at all times that are "one click" from your home page:

News Item #1: _____

News Item #2: _____

News Item #3: _____

Blog. Having blog posts on the home page is another powerful technique. You should list at least three fresh blog posts and/or press releases at all times that are "one click" from your home page:

Blog Item #1: _____

Blog Item #2: _____

Blog Item #3: _____

Other Ideas. Anything else? Your home page is the crown jewel of your SEO strategy. Identify other keyword-heavy ideas for SEO or "desired actions" for your target customers such as a registration or sale.
