

**Introduction.** Each page on your website, especially the home page and all landing pages, should have defined keywords embedded into the powerful page tags. **NOTE: Use this worksheet for to AUDIT / REDO a SINGLE PAGE (photocopy as necessary for ALL OTHER PAGES).** Use <http://www.lettercount.com/> to count your characters.

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

**Target keyword phrase:** \_\_\_\_\_

*(One only; can have a few RELATED terms; but LESS IS MORE!)*

Five related ACTUAL related search phrases, you want to get this page to rank on Google for -

Phrase #1: \_\_\_\_\_

Phrase #2: \_\_\_\_\_

Phrase #3: \_\_\_\_\_

Phrase #4: \_\_\_\_\_

Phrase #5: \_\_\_\_\_

### **PAGE OPTIMIZATION**

*Now that you know your target phrases, it's time to AUDIT an existing page OR write the content for a NEW page that uses PAGE TAGS to "talk" to Google about the keyword target of the page.*

**<TITLE> Tag.** 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.** 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=" \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_>

**<H1> Tag.** The <H1> tag family is preferred by Google. Identify at least one <H1> for the page, and also use a few <H2>, <H3> around target keywords.

<H1> \_\_\_\_\_  
\_\_\_\_\_</H1>

<H2> \_\_\_\_\_  
\_\_\_\_\_</H2>

**Image Tag.** The <IMG> tag has the ALT="" attribute. Be sure to define keyword heavy text that describes each image.

IMG #1 ALT =" \_\_\_\_\_>

IMG #2 ALT =" \_\_\_\_\_ ">

IMG #3 ALT =" \_\_\_\_\_ ">

**Anchor Tag.** The <A HREF> tag is VERY important to Google. Identify the keyword phrase(s) that matter to this page and link DOWN from the home page, ACROSS from other pages, and UP from subordinate pages around the target keyword phrase.

**Keyword Phrase:** \_\_\_\_\_

Link UP / DOWN / ACROSS from page: \_\_\_\_\_

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Link UP / DOWN / ACROSS from page: \_\_\_\_\_

**Keyword Phrase:** \_\_\_\_\_

Link UP / DOWN / ACROSS from page: \_\_\_\_\_

**Page Text.** Every word that appears on your 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. Post-Panda update: write HIGH QUALITY content, using good grammar and related keyword phrases. The trick is to write keyword heavy content that is Google friendly that is ALSO well-written for humans and reads in a natural fashion!

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**Existing Page Inventory.** Often we have an existing page(s) that we need to improve. Take an existing page, and compare / contrast the present text with needed SEO-friendly changes (redo for ALL pages) –

Tag:	Current:	Revision:
TITLE		
META DESC.		
H1		
H2 / H3		
H2 / H3		
IMG ALT		
A HREF		
A HREF		
CONTENT		
ACTION		