

# How to Optimize a Page

## URL

Each page's URL should be SEO-friendly with the following characteristics:

- 2048 Character Maximum
  - Characters can be counted either in Word or Excel. In Word, highlight the text, click on "Words" in the bottom left hand corner of the window, and look at the character count *with spaces*.
- Not Dynamically Generated (www.example.com/?p=578544)
  - Static URLs (www.example.com/page-topic) contain keywords, are more user-friendly, and tell the user what the page is about.
- To the point, compelling, relevant, and *only* uses hyphens, if necessary.
- Follows the correct structure:
  - Domain (example: www.thundertech.com)
  - Subdomain (example: www.thundertech.com/**services**)
  - Folder (example: www.thundertech.com/services/**advertising**)
  - Path/Page (example: www.thundertech.com/services/advertising/**advertising-strategy**)

## Title Tags

Each page should have a *unique* title tag with the following characteristics:

- 70 Character Maximum
  - You can preview your title tag using Moz's tool [here](#)
- Relevant to the content on the page. Can be similar to the page heading, but doesn't have to be. For example, the title of the page below is "Title Tag", but they also added in a keyword phrase of "Learn SEO" along with the brand name.
- Ends with the brand name
  - H1 | Keyword | Brand Name **OR** Keyword Phrase | Brand Name

### Title Tag - Learn SEO - Moz

<https://moz.com/learn/seo/title-tag> ▼ Moz ▼

Title tags are often used on search engine results pages (SERPs) to display preview snippets for a given page, and are important both for SEO and social sharing. The title element of a web page is meant to be an accurate and concise description of a page's content.

- Title tags are crucial to SEO because they are a user's first impression of a page in search results, they show up at the top of your browser, and they are one of the first elements that are visible when your website is crawled.

## Meta Description

Each page should have a *unique* meta description with the following characteristics:

- 300 Character Maximum
- Starts with a verb
  - Examples: Find, Search, Shop, Discover, etc.
- Ends with a call to action
  - Example: Visit our website to view all of the options today!
- Contains other keywords or keyword phrases that apply to the content on the page. Also contains the brand/organization name.

### Title Tag - Learn SEO - Moz

<https://moz.com/learn/seo/title-tag> ▾ Moz ▾

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- Meta descriptions are important because they tell the user what the page is about. They basically act as a preview of the content before the user actually lands on the page.

## Alt Text

Each image should have a *unique* alt tag with the following characteristics:

- Shows Google what is going on in the image
- Uses descriptive, useful, information rich content that uses keywords correctly
- Does not “stuff keywords” into the alt tag, just because
  - Example: ``
- Reads like a user-friendly phrase or sentence
  - Example: ``
- Alt text is important for a couple of purposes:
  - When websites are crawled, the alt text is registered as additional keywords on the page and tells Google what the image is about.
  - Alt text makes the image accessible for those that are unable to see the image. If they are using a screen reader, the reader will use the alt text to verbalize what the image is about.

## Headings

Each page, with the exception of the homepage, should have **one** H1 tag and subsequent headings (H2, H3, H4, etc.) where appropriate. H1s are the most influential on SEO and are extremely important for user experience.

- H1 should be relevant, contain at least a primary keyword, and be useful to the visitor. H1 should properly describe its associated content and show the user what to expect when they read said content.

- H2 (if applicable) should be treated as a sub-heading to the H1 and should contain secondary keywords. H3 (if applicable) should be treated as a sub-heading to the H2, if necessary.

### **Body Copy**

Each page's body copy should be *unique* with the following characteristics:

- Contain the page's targeted keywords. These keywords should be layered naturally into the content and add value to the user's experience.
- Content should be broken up with sub-headings or lists to distinguish topics and improve user experience.

### **Internal / External Linking**

If applicable, each page should contain [anchor text links](#) (links within the text like this one) with the following characteristics:

- Internal links (links to other pages on the website) should be used in body copy if it adds value to the page. For example, if content on the page lists out services that a company offers, it would be useful for the user to be able to click on each service and go to a page specifically about that service.
- External links (links to pages **outside** the website) should be used in body copy if it adds value to the page *and* is a credible website. The website that is externally linked to should be trustworthy, relevant, and somewhat popular. That is, people are using this site to get useful information about a topic.

### **Resources**

- [Moz's Open Site Explorer](#)
  - This tool helps analyze the current status of your site in terms of linking, domain and page authority, and shows opportunities for your site.
- [Moz Content](#)
  - This tool audits your current website content and gives ideas for topics, videos, articles, or relevant content opportunities.