

# SEO BASICS

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## ON YOUR SITE:

- ☐ Choose a **Smart Domain Name**

*It should be descriptive, easy to remember, and relevant to your content.*

- ☐ Check Your **Site Description**

*If you search for a blog or business in Google, the description will appear. It should be short, descriptive, and relevant.*

- ☐ Include **Outbound Links**

*Linking to resources and other sites is helpful for increasing SEO because it shows that your site is a beneficial resource. \*Pro tip\*: set all links to open in new tabs so readers stay on your site.*

## ON IMAGES:

- ☐ Include an **Alt-Tag**

*An Alt-Tag is important for bloggers because it's what the Pinterest description will be when someone pins directly from your site. The Alt-Tag should describe the image or the post.*

- ☐ Edit the **Image Title**

*The title shows up when someone hovers the cursor over an image.*

- ☐ Edit the Image **File Name**

*Instead of naming the image DSC1000.jpg, you should give it a descriptive name that the spider can read and understand. Use keywords and hyphens to separate words. Instead of naming an image "Recipe1," try "bacon-mac-and-cheese-recipe.jpg."*

## IN EACH POST:

- ❑ Put the **Keyword in the Title**

*Think about what words you would search for to find the post. Titles should be catchy, intriguing, and descriptive. Include keywords early in the title so that readers know what the post will be about.*

- ❑ Add a **Simple Permalink.**

*Unlike the post title, a permalink is optimized for search engines rather than readers, so it can be something simple like "seo-basics-for-bloggers." Put hyphens in between words and use lowercase letters.*

- ❑ Put the **Keyword in the Post**

*Pepper the post with your keyword a few times, just be careful not to dilute your content. Don't spam your readers with keywords.*

- ❑ **Interlink**

*Interlink to other posts and pages on your blog or website. Linking to "Related Posts" or "Recommended Posts" keeps readers on your site.*

## PRO TIPS:

- ❑ **Write Amazing Content**

*The most important SEO tips don't involve titles, tags, or keywords. The best way to increase your SEO is to consistently write original content that provides value to your readers.*

- ❑ **Build Relationships**

*If bloggers, companies, and websites link to your site, it is good for your SEO. To increase offsite SEO, produce quality content, form relationships with other companies, and contribute to online publications.*