**SEO Strategy – Documentation**

**1. Meta**

1. Title

2. Description.

3. Keyword.

4. Canonical Url.

5. AMP Url.

6. OG Image.

**2. Keyword**

1. Put keywords in the page title.

2. Put keywords in the page url.

3. Put keywords in the meta description.

4. Put keywords in H1 text.

5. Use keywords in page content.

6. Use Secondary Keyword

**3. Images**

1. Optimized Images.

(Image Format – Webp, AVIF).

2. Images Size below – 100kb.

3. Width and Height set in all images.

4. Loading type (lazy and eagar).

5. ALT tag for every Images (SEO Friendly).

6. Title tag for every images.

7. Put Images on Aspect Ratio.

**4. Content**

1. Find Topics Relevant to audience.

2. Match Search Intent (Based on the search).

3. Optimize Links (Must have internal and external links).

4. Boost content in social media.

5. Content on the web site has to be fresh and unique.

6. Content needs to be written in small paragraphs and use of using H3, H3, H4 style appropriately.

7. Proper inclusion of primary and secondary keywords

8. Length on the content should not be too large or too small.

**5. Anchor Tag**

1. Links must have anchor tag.

2. Title on anchor tag.

3. Broad keywords on anchor tag.

4. Don’t use exact keywords in anchor text.

**6. Internal Linking**

1. Create internal links using anchor text.

2. Link all important pages to your home page.

3. Include two to five internal links per page.

**7. XML**

1. Create XML sitemap

2. Mention all public URLs inside the sitemap.

3. Include XML sitemap in the root folder of your site.

**8. Robots.txt**

1. Create robots.txt file to authenticate and stop crawler from crawling anything apart from your home page.

**9. Pages**

1. Website must have 404 page.

2. Blog Pages.

3. Mobile Friendly for speed optimization.