Sample Code
for On-Page Optimization

Keyword Tag

```
<meta name="keywords" content="keyword1, keyword2, keyword3">
```

Title Tag

```
<title>Example Title</title>
```

Description Tag

```
<meta name="description" content="Include your description here that you would like to appear on search engine result pages">
```

URL Structure

```
http://www.yourdomain.com/category-keyword/subcategory-keyword/primary-keyword.html
```

Canonicalization

```
<link href="http://www.yourdomain.com/canonical-version-of-page/" rel="canonical" />
```

Header Tags

```
<h1>Main Title Text</h1>
<h2>Subtitle Text</h2>
```

Text Formatting

Place words to you want bolded here
<i>Place words to you want italicized here</i>

Place bulleted text here
 Place bulleted text here
Place bulleted text here

Place numbered list text here
Place numbered list text here
Place numbered list text here

Internal Links

Keyword Text

Image Tag

<img src="imagename.jpg" alt="Image Description/Title">