Hostpipe

Writing Optimised Content for your Website

Title	• 64 characters long which includes spaces • The title needs to be unique on each page on your website • User graceful truncation after the 64th and 75th characters. Graceful truncation happens after a space i.e. so try and end words on the 64th and 75th characters otherwise search engines will chop your word in half or not use it all. • Use synonyms of your title keywords within the content of your article
Keywords (meta)	• Limit to 35 keywords • Separate individual keywords with a single comma • Don't use spaces after the commas
Description (meta)	• 24-26 words • No more than 160 characters • Spread keywords over 2 sentences • Use a call-to-action in the second sentence
Article Content	• No more than 150-200 words • Use **Bold** and *Italic* for keywords where appropriate • Don't use the underline tool

Keywords Density	• **Sector 1** (title, heading tags, bold, italicised and image alt(ernative) text) – 20% density
	• **Sector 2** (other text)
	  • 2 Word Keyphrases – 2 to 4%
	  • 3 Word Keyphrases – 0.8 to 1.5%
	  • Related Keywords – 0.2 to 0.5%

Call to Action	• As per the second sentence of your meta description • Bottom of the page content, will appear just above the footer • Six to nine words long • Contains contact telephone number or email address
Tags (blog only)	• Add as many one and two word tag phrases, which must include the MAIN keywords/phrases used in the article and must NOT be categories • When adding Tags use a comma separated list, for new articles tags are added when the article is submitted. • When editing existing articles, use the Add button next to the tags box to dynamically assign tags.
Categories (blog only)	• Limit the categories to half a dozen or so succinct categories in order to categorise your blog (i.e. Latest News, Industry News, Press Releases etc) • Categories can be dynamically created and assigned when adding new or editing existing articles
Release Date (blog only)	• The date you would like the release to appear • Defaults to the present time/date

01453 884100