

To the Top!

An SEO Cheat Sheet for Your Website



Getting your website to rank higher in search results isn't as complicated as you might think—sometimes, little tweaks and updates in the right places can make a big difference.

This cheat sheet will define some common SEO terms, then tell you what to do in order to boost your website's ranking on the search results page.

Ready to dig in?

Content

Use keywords naturally in your web page text, but make sure to repeat them as necessary. Remember the types of content you can update with your Springboard: headlines, text, image captions, image alt tags and more.

What to do: Determine what keywords you want to rank for, and make sure they're sprinkled liberally (but naturally) throughout your website. Some places to include relevant keywords:

- › Title tag
- › Description tag
- › Body copy
- › Header tags
- › Bulleted text
- › Links
- › Alt tags
- › Image file names

TIP: Avoid keyword stuffing, or adding keywords just to add them in ways that don't make sense. That doesn't sit well with Google.

Title Tag

This is the text shown at the top of your browser window and the label of a browser tab. It's also the clickable headline shown on the search engine results page (SERP). Title tags tell visitors what they can expect to find on a specific page.

According to Moz, "Google typically displays the first 50–60 characters of a title tag. If you keep your titles under 60 characters, our research suggests that you can expect about 90% of your titles to display properly."

What to do:

- › In your Springboard click **My Website** and then **Website Content**.
- › Click the **gear icon** for a page and click **Edit SEO Info**.
- › Type your text into **Search Engine Title**. If you leave it empty, what you've typed into the Page Title field will be used.
- › Keep this window open, and move on to the next step.

Description Tag

This is a short summary of a webpage. It's the paragraph of text that shows under the title tag on the SERP and convinces someone to click on your website over all of the others listed.

What to do: Focus on keywords, and make your blub compelling so they want to click on your website. Don't make it too salesy though, and keep your description under 160 characters.

TIP: In your Springboard, you'll find this also on the **Edit SEO Info** window as described above.

Links

According to SEO expert Neil Patel, "Backlinks are the building blocks of your webpage. They tell Google that you're connected and sociable and that you've got useful content that people can access. This content could be your own or it could be from another author or site." What is a backlink? In basic terms, it's when another website links to the content on your site.

What to do:

- › Link to relevant content within and outside your site.
- › Aim for high-quality backlinks.
- › Write original content to promote it.