

4 EASY STEPS

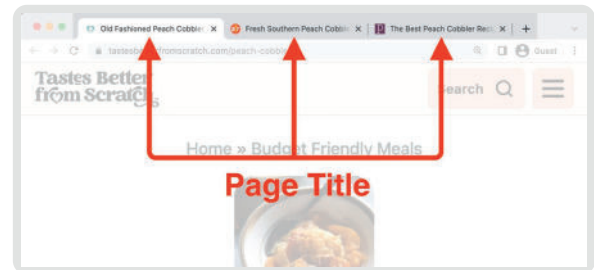
To Improve The Visibility Of Your Content In Google

PAGE TITLES

The page title should :

- Accurately reflect the content
- Include unique information at the front
- Not use any separator characters
- Be between 51-60 characters in length

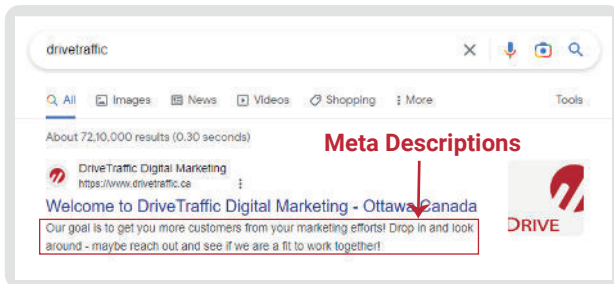
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DESCRIPTIONS

- Keep your meta descriptions to a max of 150 characters
- Ensure inclusion of meaningful keywords and accurate reflection of the page content;
- Each page has a unique meta description

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HEADINGS

- H1 is the most important - be sure to use it
- H2 and maybe H3 could be deemed important in SEO
- Keep your headings in order - H1 through H6 - no jumping from H2 to H4 for example

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INTERLINKING

- Every time you publish a new piece of content to your website, ensure it links to existing pages of your site using relevant anchor text
- Once new content is published, update existing content to link to this new piece, using relevant anchor text

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