

How To Optimize Your Website Content For SEO

When it comes to optimizing your Website, there are a few easy things that can help you get started. This is a quick checklist to make sure you have optimized your website for the search engines.

Website optimization checklist

- Determine who is your target customer.** It is important that you are aware of the keywords that they are using when searching for the products or services that you provide. Use the table below to come up with at least 8 characteristics that you feel your target customers have.

1.	2.	3.	4.
5.	6.	7.	8.

- When blogging, make your content optimized for your keywords.** The shortlist below can help you with a quick and easy checklist to optimize your blog post.
 - Optimize your page/post title** with your keywords. Make sure to not overuse your keywords by stuffing them into your page/post.
 - Include your keywords within the first 150 characters** of your page/post. It helps with search optimization because search engines usually include the first 150 for a snippet view of your page or post.
 - Make sure to **add meta description tags**, if you have this option. This is good for click-through activity for your page or post.
 - Incorporate search phrases or keywords within your pages or posts** in a strategic way. For example, you can add a link to your phrase in a sentence that would tie into another post on your website.
 - Add your keywords as ALT Text on all images** that you include on a page or a post.

