

SEO Content Optimization Tips

This sheet outlines best practices from Nina Hale, our agency partner specializing in search.

Good How-To Videos:

Should You Spend Time on Meta Tags?

<https://www.youtube.com/watch?v=CIXTdjsXKFU>

Writing Meta Title & Meta Description: SEO for Beginners Tutorial

<https://www.youtube.com/watch?v=KeamiF7Hrb0&t=576s>

On-Page SEO Factors For Google in 2018 (especially first 10 minutes)

<https://www.youtube.com/watch?v=RVgCCTEvWmk>

META TAGS – Meta Title & Meta Description – Guidance from Nina Hale

- Inserted in backend of website
- Visible to user in natural (not paid ad) search results
- Example:

Amazon.com : Apple iPad (Wi-Fi, 32GB) - Space Gray (Latest Model ...

<https://www.amazon.com/Apple-iPad-WiFi-Space-Model/dp/B07BTS2KWK> ▼

★★★★★ Rating: 4.3 - 12 reviews

9.7-inch Retina display; A10 Fusion chip with 64-bit desktop-class architecture; Touch ID fingerprint sensor; 8MP camera with 1080p video and 1.2MP FaceTime ...

- There are character limits – see below
- Note that meta keywords are no longer useful for search ranking – do not invest in creating. This often is present in the backend CMS of a website as a field.

Meta Title

- Titles should be in the 50 - 60 character range
- Each content page must include only one title tag in the top section
- Include the primary keyword early in the title
- Titles should be unique, descriptive, accurate, and easy to read
- Titles should not exactly match the on-webpage copy – can be similar but not the same
- Include brand names at the end, if possible; not all title tags need to include brand names

Meta Description

- 130 - 150 character range
- should mention the brand and tell the page story within the first 110 characters just in case there's truncation in the result and it gets cut off

ON-WEBPAGE COPY (the user reads/sees on webpage) – Guidance from Nina Hale:

The primary use of heading tags is to identify topic headings and supporting content hierarchy on a per-webpage basis. When optimized correctly, a page will rarely use more than <h1>, <h2>, and <h3> tags.

- There is no definitive length that headers should or shouldn't be. Typically we do recommend more of a snappy statement as the H1, and for the H2 it really depends on what flows with the copy.
- Avoid tagging multiple sentences and paragraphs as headers, but a single sentence is more than ok.
- Think of it as a hierarchy. H3s ladder up to H2s, and H2s ladder up to the H1.
- 1 - 2 sentences after the H1/H2 should incorporate important keywords without stuffing as Google recognizes that and sometimes penalizes a site for it.

H1 heading tag

- Regarded as the main (primary) title heading on a webpage
- Describes the subject matter, complementing the page title and Meta description
- It should be the first text/content the user or search engine spider sees after the starting <body> tag
- Google states to only implement one <h1> per page

H2 heading tags

- Used to help logically organize content following a natural content hierarchy
- Include relevant keywords (that users would use in search) and proof terms that support the primary subject matter
- Never use with the aim of keyword stuffing

Other heading tags

- Utilize for other headings unrelated to the primary subject matter

