

SEO TIPS & TRICKS

Office of Web Services

❑ **Keyword Research**

- ❑ Research and select relevant keywords that your target audience is likely to search for. Think how your typical audience would think if they were looking for information. Use common language!
- ❑ Use tools like Google Keyword Planner to identify high-traffic and low-competition keywords.
- ❑ Use bold and italics to emphasize page keywords and to make the page easier to scan and more readable. Avoid overuse since can detract from user experience.

❑ **Page Titles**

- ❑ Use keyword phrases users would search to find your content as page titles and URLs.
- ❑ Keep titles under 60 characters for optimal display in search results.

❑ **Use Common Language**

- ❑ Use header tags (H2, H3, H4 etc.) to structure your content logically.
- ❑ We use H1 for the main title of the page only and subsequent header tags for subheadings.
- ❑ Incorporate keywords naturally in header tags for improved relevancy.

❑ **Keyword Placement:**

- ❑ Place your primary keyword in the first paragraph of your content.
- ❑ Include variations of your keyword/key phrase throughout the content to maintain natural language.
- ❑ Avoid keyword stuffing, which can negatively impact user experience and SEO.

❑ **Content Quality:**

- ❑ Create high-quality, informative, and engaging content that addresses the user's query.
- ❑ Aim for comprehensive coverage of the topic, providing value to your audience.

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- Use bullet points, subheadings, and multimedia to enhance readability.
- Internal Linking:**
 - Include internal links to relevant pages within UIS.
 - Internal linking helps distribute link authority, improves navigation, and encourages users to explore more of your content.
- Image Optimization:**
 - Use descriptive file names for images, including relevant keywords.
 - Add alt text to images to improve accessibility and provide context to search engines.