Website & Blog Article Elements Reference Sheet

Primary Key Phrase

Your Primary Key Phrase (2–5 words) is the highest traffic and/or appropriate key phrase that your article will be found and ranked for in online search engines. Key phases fall under one of four categories related to search intent: commercial, transactional, informational, and navigational. This term tells search engines exactly what your page is about. Each page on your website needs a single designated primary key phrase for the page. Your primary key phrase can only be used **once** on your website as a primary key phrase, although it can be used as a secondary key phrase on an unlimited number of pages. Your primary key phrase needs to be used in the following places in your article: URL, H1 heading, 1st paragraph (or first 100 words), at least one H2 subheading, at least one CTA, several times in running text, as well as in the Title Tag and Meta Description.

Secondary Key Phrases

Secondary Key Phrases (1–5 words) are synonyms as well as supportive and closely related key terms and phrases as well as subtopics that can be used throughout the page (at least once) to provide additional cues to search engines as to the depth and quality of information on the page. Secondary Key Phrases show search engines that you also understand the topic and what users are searching for. As your article or website satisfies your audience and draws traffic, it will get a better ranking.

URL

The URL stands for Uniform Resource Locator. It is the designated web page address/unique link for your website page. This web address includes your domain name as well as any primary key phrases and can contain other identifying information, such as city and state.

Title Tag

A Title Tag (limited to up to 70 characters, including spaces) is the title of your web page along with your company name, usually separated by a mark called a pipe '|'. The Title Tag appears as the clickable link on Search Engine Results Pages (SERPs) as well as the browser title bar and needs to include your Primary Key Phrase. Every page on your website needs to have a unique Title Tag. It's crucial to optimize your website's title tags, as they play an essential role in terms of organic ranking (SEO) and tell search engines that you understand user intent.

Meta Description

The Meta Description (limited to up to 155–160 characters, including spaces) is the description that comes after your Title Tag in SERPs. The Meta Description is a summary of your pages contents and should provide the reason why users would want to click on that result. <u>Each page needs a unique meta description. It is essential to also use your primary key phrase here; secondary key phrases can also be used.</u>

Headline Tags

Headline Tags (or H1 Headings) provide a road map (or breadcrumbs) throughout your page for search engines to follow. <u>Every page must have an H1 Heading. And it is essential that Primary and Secondary Key Phrases are used in these places.</u> Most pages will use H1–H3 or H4 headlines. Occasionally, we may use H5 and H6 headlines. You can think of these Headline Tags as being similar to a structured/organizational outline of an essay. (Think back to your school days.)

I.
  A.
    1.
      a.
        i.

H1
  H2
    H3
      H4
        H5
          H6

Calls to Action (CTA)

Calls to Action (CTAs) are used throughout your Website or Blog page to inspire a customer to take the action you want them to take: call/email you, buy, sign up for a newsletter, follow you on social media, etc. <u>We will use both emotional and logical CTAs for both emotional and logical thinkers. For blogs, we like to include a CTA at mid-blog and at the end of the blog. For Website Pages, they can be placed throughout.</u>

Internal Links

Both your Website and Blog pages will include internal links to other pages on your site—and we want other pages on your site to also link to each new page. <u>This encourages site visitors to discover more pages on your website and stay longer—and it provides some good internal Search Engine Optimization (SEO) value.</u>

External Links (for Blogs)

When writing blog articles, we will also include links to external authoritative sources (never any competitors). This practice also provides some good SEO value for your page.

Headline/Title Score (for Blogs)

Our tool scores your headline based on a scale of 1-100. We will often try many different versions of a headline before we land on the highest scoring, most clickable headline. It's important to note that we rarely see headline scores in the 90s, and a headline score in the 70s and 80s is considered good to very good.

(NOTE: Due to the use of technical terms in titles, some headlines may score in the 50s and 60s, which may be the best attainable for that particular headline/title.)

Highest Search Volume Period (for Blogs)

Our Search Volume tool tells us the highest search volume for your Primary Key Phrase for the last 12 months. This gives us a historical snapshot of when people are searching for this term. When possible, we may use this information to determine when to publish your blog, possibly right before or during a high-volume search period.

(NOTE: Current events, such as major data breaches in the IT world, may influence and create spikes in search volume for a particular search term at any given time.)

Alt Tags

This is something you don't see. When you hire Precise Creative to post your blog articles, in addition to ensuring that all of the above SEO information is included and labeled properly for search engines, we also add Alt Tags (also called Image Alt Text) to any photos and graphics that are added to your page. Alt Text is the written copy that appears in place of an image on a web page if the image fails to load on a page, and also provides additional SEO value for your page. Alt Tags need only be a few words and should include your Primary and Secondary Key Phrases spread throughout the images on the page. Not adding Alt Tags is a missed opportunity.