THE RECIPE TO MAKE
BETTER WEBPAGES
FOR SEARCH ENGINE OPTIMIZATION

The best websites are built like a great cookbook. Cookbooks are made up of a bunch of individual and specific recipes. If you can build the pages of your website to work like recipes in a cookbook, you will create web pages that search engines love.

• INGREDIENTS •

Each page on your website should have specific and purposeful content for that individual page.

Each page need only be one part of a dish and not the entire meal.

- Keyword Phrase
- Title
- Meta Description
- Key Concepts
- Featured Image and Helpful Images
- Internal and External Links

• RECITE •

1
Identify your **Keyword Phrase** for your page. This is your main ingredient

2
Title
Give your page a **Catchy Title** that incorporates your Keyword Phrase.

3
Add a **Meta Description** that explains your page content in an enticing way.

4
Add a **Featured Image** with a file name that describes the photo. Add an **Alt Tag** that describes the photo. Add more photos only if they add value to the content.

5
Using your Keyword Phrase, **write your recipe** for the information you are working to get across to your readers. Write the right amount of content for your subject.

6
Review your content and **add links** from within your content to other pages on your site and reference content from other popular posts about the same subject on the web.

• DO •

- Pick one keyword phrase to highlight per page
- Use the keyword phrase to create Title, Meta Descriptions and Content
- Use a picture and alt tags that compliment your keyword phrase
- Write as much as you can, naturally, and appropriately for the page of your site.

• DON'T •

- Start writing until you have identified your keyword phrase
- Duplicate content on any two pages
- Target a keyword that you have already targeted on another page on your site
- Use Full-Size photos – Right size them before loading them
- Keyword load your alt tags or content