

# SEO Worksheet



## Search Engine Optimization (SEO) Worksheet

Complete the following items before publishing your page or post. These items should be taken into consideration as your content is written, so consider completing this alongside of the bulk of the copywriting.

### For Readers

Headline: \_\_\_\_\_

### For Search Engines

Page Title: \_\_\_\_\_

URL Slug: / \_\_\_\_\_

Meta Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Keywords

Primary Long-Tail Keyword: \_\_\_\_\_

Secondary Keyword: \_\_\_\_\_

Tertiary Keyword: \_\_\_\_\_

### Image Information

Image File Name: \_\_\_\_\_

Image Title: \_\_\_\_\_

Image Alt Tag Text: \_\_\_\_\_

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## SEO Basics for Web Pages and Blog Posts

Your body copy is the most important part of your content, and it should be written for human readers with search engines in the back of your mind. However, there are several other components that you can craft to improve your rankings. Here are the top items to consider.

### **Headline** (50–70 characters or about 6 words)

The title of your blog article should be short, catchy, and incorporate your primary keyword. Write this headline for humans. What would catch your reader’s eye if he or she were to see this headline while scrolling through a social network newsfeed?

### **Page Title** (50–70 characters or about 6 words)

If your headline involves a play on words or is not something that a computer could pick up on, don’t use it as your page title. The page title should be geared towards search engines. However, don’t make drastic changes, as it could cause confusion to your reader. Ensure your primary keyword is in the page title.

### **URL Slug**

Your slug should showcase your long-tail keyword, be condensed, and geared towards search engines. Try not to let your URL slug become too lengthy.

### **Meta Description** (less than 160 characters)

This snippet falls just below the page title in search engine results and could be the difference between having someone click on your article or not. Some social media sites also pull in the meta description when they generate link previews. Try to use actual copy from your article content, and do not mislead the reader. Be informative, yet enticing. Again, make sure your primary keyword is in the meta description.

### **Primary Long-Tail Keyword**

Long-tail keywords are like short descriptive phrases. If you want a pair of shoes, would you search “shoes”? Or would you search, “black suede boots,” or “white tennis sneakers”? Consider what your reader is likely to search for. Now incorporate this phrase in your title, meta description, image names, and most importantly, copy.

### **Secondary and Tertiary Keywords**

Finding that there are less-important but noteworthy runners-up on your keyword list? Jot them down so as to remember to include them in your copy.

### **Image File Name** (black-suede-boots.jpg, for example)

Your Image File name is the shortest description of your content as possible; usually this is your primary long-tail keyword. File names should be all lowercase and connected by hyphens.

### **Image Title** (Black Suede Boots, for example)

When the image title attribute is available, you can use the same words as your Image File name except capitalize all words, remove hyphens between words, and drop the file extension (.jpg, .png).

### **ALT Tag Text** (16 words)

ALT tags provide a text alternative of the image for visually impaired users with screen readers. Google and Bing do weigh ALT tags in SEO, and while not as important as some other components, your SEO can benefit by using them. Shoot for no more than 16 words, as that is the maximum amount Google will read.