

SEO : SEO for Web Authors

SEO Cheat Sheet

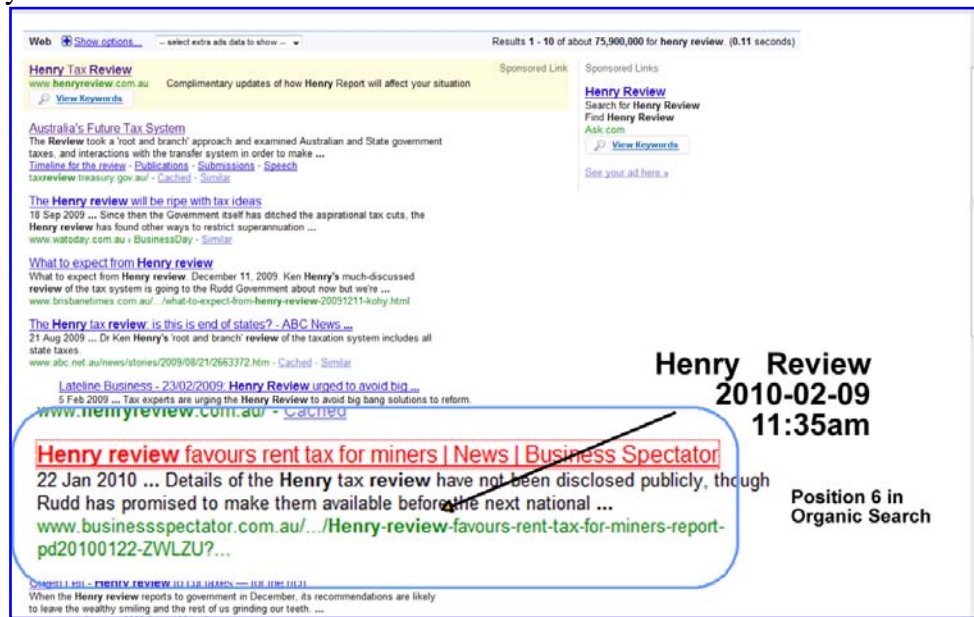
Headings and URL's

- Should describe the article
- Should use Keywords and Key-phrases people use to looking for the information:
 - Are listed from left to right in order of importance

Repeat the main terms

Repeat the main keywords and key-phrases describing the article in:

- Heading
- URL (*The Title is used when first saved in the current Business Spectator publishing system*)
- Summary / Precede



Example of *Henry Tax Review* article repeating terms in Heading, URL and Precede

Keywords and Key-phrases

- Are the main topic of the article (*Who, What, Where*)
- Include an action (*rise, fall, gain, lose, buy, sell, etc.*)
- And a result (*merge, bankrupt, expand*)
- Used in *Linking to other articles* or resources
- Used to **highlight points** using **Bold**

NOTE : If the article is based on a report, add that into the URL too, as seen in the URL in the above image.

Importance of Relevance

Search Engines, like people, look for relevance between headings and article content.

- The Title, URL and Summary need to be relevant to the article content.
- High relevance means the page is indexed properly and fully read / read more.

NOTE : Not usually an issue with Business Spectator news articles, but keep it in mind.

A convenient reference and training source

See : Channel 7 Sunrise Morning TV program.

The news Headlines shown at the bottom of the TV screen are :

- Succinct and well constructed
- Have common terms people use to look for information
- Fit within a consistent and limited character space. (*similar to Business Spectator*)