

SEO Best Practices & Considerations

URL Structure

Best Practices

- Keep URL concise
- Include target keyword phrase (when possible)
- Use hyphens to separate words
- Use lower case letters
- Avoid using parameters (when possible)

Considerations

- URLs have a significant impact on marketing efforts, particularly SEO. Before changing any URL, the implications and proper planning must be considered.

HTML Title Tag:

Best Practices

- Format “*Blog Post Title* | Company”
- Keep title around 55 characters.
- Use keyword/keyword variation in title when possible (don’t force it)
- Use the post title. If the title is too long, consider condensing it.

Considerations

- HTML title tags can have a significant impact on SEO efforts. Before changing title tags on existing content, the implications and proper planning must be considered.

Meta Descriptions:

Best Practices

- Keep the description between 160-240 characters.
- Descriptions should be compelling and entice the user to click into the post.
- Use the primary keyword (preferably toward the beginning).
- Add a call to action at the end of the description

Considerations



- While meta descriptions do not play a significant role in driving rankings, they can play a role in search result CTR. Before changing any meta descriptions, the implications and proper planning must be considered.

Images

Best Practices

- For newly uploaded product images, use keyword in image name.
- Use – vs _ for naming convention
- Add descriptive ALT text when inserting an image into a post.
- Max image size 200k

Considerations

- Images play a role in overall marketing objectives and SEO efforts. The most common issues are around broken images. As a result, we recommend ensuring image file names are not changed without proper consideration.

Cross Links (Internal & External)

Best Practices

- Keep links to 1-3 words (unless using a title) and utilize descriptive text.
- When linking to a product page, should use the targeted keyword text.
- When linking to off-site links, we recommend the link open up in a new window

Content Structure

Best Practices

- Keep paragraphs between 3-4 sentences.
- Use keywords in sub headings (H2 or H3) when possible.
- Encourage at least 1 click to a product page, with the appropriate anchor text.
- Use one keyword throughout the post versus multiple.
- Focus on keyword relevancy vs. frequency (density).