

SEO for content creators

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Search engines are a significant entry path for visitors to your website. If your site is search engine optimized, you'll get more overall traffic.

General goal:

- to use words and phrases in your writing that mirror what people are searching for.
- to make as many page elements as possible relevant to search engines.

Example: is it a "low cost carrier" or do people want "cheap tickets?" Is it a "bike" or a "bicycle?"

Always write for humans first, but also consider writing for SEO when possible.

Use a keyword too, such as the one in Google AdWords, when possible.

Try to write your post or page around a "focus keyword" or "keyphrase"

Where do the keywords go?

Text must be real text and be prominent (no Flash, not rendered as graphics)

Page title (66 characters max (aim for 55 max); write for SEO and humans) *This is the most important signal on the page.*

Meta-description for the page (write for humans, try to keep it under between 50 and 300 characters)

Meta-keywords Google ignores these; no need to write them

H1, H2, H3 headlines (optional; write for humans and SEO; up to 65 characters)

Load the first paragraph with keywords). Aim for 4-6 uses on page

Anchor text should be descriptive, relevant to searcher

URL when possible

Alt tags (optimize for the photo; keep it brief but descriptive)