

Meta Tags

Make sure your title, keyword, and description Meta tags are relevant to each page's content.

The days of targeting 10+ keywords per page are over. There's too much competition in most industries, so keep your tags short, sweet, and to the point.

Target 1 to 3 keywords per page. In the example below, this specific page (as shown in Google results) is targeting 3 keywords, "teaching job", "teaching jobs" and "k12 jobspot."



Don't forget that your description tag is your call to action on the search engines. When results are displayed, your description tag will differentiate your site from the other 9 sites. How will you win the click?

If you're able to change the name of a page on your site, we recommend doing so. Having a keyword-rich URL is an important ranking factor. Don't forget to separate your keywords with hyphens:

