

PAGE COPY OPTIMIZATION TOOLKIT

After you have implemented the keyword development toolkit and developed google ads you can begin to optimize your website pages for better searchability. That means integrating those keywords into your website copy and into your metatags. The search engines will find and index the pages in relation to these keywords and your rankings will eventually rise.

INTEGRATE KEYWORDS INTO YOUR COPY:

This often means rewriting your copy. It is important to include your most relevant keywords into the first paragraph of each page.

Keyword optimization is very important for your internet marketing strategy. If your copy is written with keywords in mind it will pull customers through regular (free) search listings. In time, your internet search advertising budget (paid ads) can decrease. Also, your pages will, over time, climb closer to the top of the search results.

1. Print the site pages that you want to optimize.
2. Highlight your keywords in your existing copy so that you can see them for further editing.
3. List the keywords with the highest click through rates from your Google ads that have been running and tested for at least one month. It is very important in the copy to use the entire keyword group i.e.: baby bottle instead of bottle. (People typing in bottle might be looking for collectable coke bottles.)
4. Highlight keywords that your customer will type when they need to solve a problem with the product on the specific page or section in question. These types of keywords should be near the top of your copy to trigger their psychographics.
5. The first sentence is very important for each website page. Each page should start with an optimized sentence for best placement in search results, each page is a fresh start. (Your first paragraph will be displayed as the description by Google search results, it is the most important set of words and must be FULL of keywords.)
6. Wait up to 30 days for your site to be indexed by the search engines.
7. Check and compare your ranking for keywords of interest. You can use the following websites to test your rank on various search engines.
 - googlerankings.com - get info on your keyword rankings for a variety of search engines powered by Google
 - marketleap.com - link popularity check, search engine saturation and keyword verification
 - AQ.com - get site info on anything you search including page rank, sites that link to the page, speed, online start date, reviews. Powered by Amazon.com

METATAG OPTIMIZATION TOOLKIT

INTEGRATE KEYWORDS INTO YOUR METATAGS:

It is important to remember that the Google Search Engine does not read metatags or metacodes. This is only helpful for other search engines such as Yahoo! and AltaVista.

TITLE TAGS:

Use unique tags per page.

- Title tag: 5 - 10 words, including the company name and relevant keywords, 90 characters with spaces.
- This is the tag that will be in bold text by the search engine.

DESCRIPTION TAGS:

- Description tag: Concise summary of the page.
- This is the tag that will be below the title tag in the search result.
- An upper limit of 170 characters with spaces.
- Put your best keywords first. Order matters.
- With the Description tag, the search engines may produce a truncated result. Your Description tag may therefore be abbreviated or cut short if it exceeds a particular search engines limit. Bear this in mind when writing your tags.
 - Limits to Google search results in descriptions are 159 characters with spaces.
 - Yahoo! limits their search results in descriptions to 230-300 characters with spaces.

1. Go to your most successful highest click through rate (CTR) ad created for Google adwords and use this as your description. It will read as an ad.

2. Paste into description code (Send the list to your developer if you do not do this).

KEYWORD TAGS:

- Keyword tag: An upper limit of 900 characters with spaces (100 - 200) Keywords per page.
- Keep it simple and relevant.
- Keyword tags must not have duplicates.
 - BAD EXAMPLE (because of duplicates of the word art) - <meta name="keywords" content="contemporary art, modern art, surreal art, large art">
 - GOOD EXAMPLE - <meta name="keywords" content="large art, big painting, long photograph, contemporary, modern, abstract, landscape, painting, red, yellow, lightscape, motion, back to the future, tim laduke, visualpump, giclee, print, framed, limited edition, custom, canvas, paper, archival media, certificate of authenticity, under \$1000">

1. Gather your keywords into an excel file by copying them from google adwords.

2. Then sort your list to get rid of duplicates.

3. Use grouped keywords as often as possible without duplicating. ie: big painting.

4. Use commas and spaces.

3. Paste Keyword Tags into your code (Send the list to your developer if you do not do this).

EXAMPLE of code found at <http://www.visualpump.com/laduke/art-laduke/BaRedAbstractLandscape.htm>

```
<meta name="keywords" content="large art, big painting, long photograph, contemporary, modern, abstract, landscape, painting, red, yellow, lightscape, motion, back to the future, tim laduke, visualpump, giclee, print, framed, limited edition, custom, canvas, paper, archival media, certificate of authenticity, under $1000">
<meta name="description" content="Large art in motion. Abstract landscapes of city lights. Buy extra large canvas prints.">
<title>Visualpump Artists</title>
```

OPTIMIZATION PRIORITIES:

Optimize the copy on your main pages.

Optimize your metatags on your main pages.

Optimize copy on secondary pages.

Optimize metatags on secondary pages.