



CONTENT CREATION & SEO BEST PRACTICES



This document outlines best practices, including tips and tricks for content creation and SEO, images, and links.

HEADLINE & TITLE BEST PRACTICES

Meta Titles

This is the text that displays in your browser tab, and is also the title of a HubSpot blog post.

The shorter the better. Google typically displays the **first 50-60 characters** of a title tag, or as many characters as will fit into a **512-pixel** display. If you keep your titles under **55 characters**, you can expect at least **95%** of your titles to display properly.

Keyword Use

Try to get your keywords towards the beginning of your headlines and titles. This is called a “**point first**” headline.

Types of Headlines

- Point First (**Save 50%** on Your Flight to Vegas when You Book Today!)
- Point Last (Book Your Flight to Vegas Today and **Save 50%**!)
- Point Middle (Flying to Vegas? **Save 50%** when You Book Today!)

Never use a point-middle headline. Always try to use a point-first headline. If you can't make that work, use point last instead. Numbers also work well, e.g. “3 Incredible Tips...” or “10 Things to Help with...”

Analyze historical data to see which types of headlines are performing the best, and use more of those. Use words and phrases to illicit strong emotions and urgency when writing, but don't deceive the reader with click-bait. Action verbs tend to work well.





SEO BEST PRACTICES

Meta Description

These are no longer used for ranking purposes in the search engine, but they shouldn't be ignored. Meta Titles should be crafted carefully to entice readers to click through to the page for more information. The more clicks from Google, the higher that page will be indexed. So while the meta description has no direct correlation on rankings, if well crafted, it can have an indirect correlation.

Images

Read [this post](#) for best practices on images.

Links

The linked text should use a keyword relating to the page being linked to.

Instead of this: **"Click here for image best practices for SEO."**

Do this: **"Read more image best practices for SEO"**

Make sure the Image Alt Text contains information about where the link will take the user. If you can include a relevant keyword without sounding awkward, go for it.

HEADING TAGS

Heading Tags (H1, H2, H3, H4, H5, H6) are meant to build a hierarchy of importance for the page. Each page should only have one H1 tag, and everything on that page should relate to the H1.

- **When a new topic is started, use an H2 tag so the reader knows a new topic is beginning, but still relates to the H1 for the page. Everything under the H2 tag should relate to the H2 tag it precedes.**
- **When starting a sub-topic that's related to the previous H2, use an H3 tag. Everything below the H3 tag should relate to the H2 tag it precedes.**
- **When going getting less specific, go back to an H2 tag.**

Try to incorporate keywords naturally in the heading tags and throughout the page content. Always write for the reader, and not the search engines. If it sounds awkward to you, it'll sound awkward to the reader. **Change it up until it sounds just right.**

