

## SEO-Friendly Webpage Creation

High-quality, engaging content and an exceptional user experience is the best way to position your content to Google and your audiences. Set your content up for success with the following best practices:

### Content and Keyword

- Identify focus keyword (2-5 words), with 1% - 2% keyword density.
- Include keyword in the H1, intro paragraph, page URL, on a link to an internal page, and in the meta title/description/keyword set through Yoast/All-in-One SEO.
- Break up content into digestible, scan-able sections (if possible). Include related keywords in section title tags (H2/H3/H4/H5/H6). Use section title tags to establish content hierarchy.

### Links

- Include links in body content to internal pages on your website and pages on utk.edu.
  - Link on secondary and related keywords, if possible.
- If appropriate, include one link to a trustworthy external site mentioned in your content.

### Images

Google loves optimized images. Take the steps to make sure visitors aren't loading large file sizes on their phones.

- Reduce image size/dimensions to how it's featured on the webpage.
- Compress all images for web to reduce file size.
  - Tools to compress images include <https://imagecompressor.com/> and Adobe Photoshop.

### Web Page Meta Descriptions

Set how your page will appear in Google results plugins like "Yoast."

- Set focus keyword.
- Set "Meta Description" (aka body text of your organic listing)
  - Include keyword in this description.
- Don't want Google to see this page? In the Advanced section, set "Allow search engines to show this Page in search results?" to "No."

### Tools

- Google Search Console (Search Metrics & Performance) - <https://search.google.com/search-console>
- Google Search Trends (Keyword comparisons and search volume) - <https://trends.google.com/trends>
- Google Analytics (Webpage performance) - <https://analytics.google.com/>