

# BOOMING! YOUR BOTTOM LINE

## Optimizing your web pages or articles for search engines

This section will discuss the basics of optimizing your pages and posts for search.

### 1. Keywords are placed in the following places for your post:

#### A. Post/Page Title

The title should contain the keywords / keyword phrase that you are optimizing the page for. Place it as close to the beginning of the title as you can.

#### B. Body text

The body text should have the keywords scattered through it and it should read naturally. This means, human readable.

A good rule of thumb is to place the keywords as close to the beginning of the first sentence as possible. Then, use a keyword-to-article text ratio of 2%. That means, for every 100 words, use the keyword phrase 2 times. You should also have it in the last paragraph.

Also, bold or italicize the first instance of the keyword in your post.

*Did I mention it needs to read naturally?*

#### C. Image attributes

Images should have keyword data associated with them. Specifically, the Alt Text MUST have the keyword phrase in it.

#### D. H1 & H2 headers

Essentially, in the title of the post (H1) and in a subheader (H2) in the body of your post.

#### E. Meta Tags

Make sure it is in the Description tag and Title tag of your article. Again, if you don't know what those are, contact your web person.

The next page shows you a fake article/page that has been optimized for the keyword phrase "home remodeling". It shows you a general idea of how to do it yourself.

**DON'T Miss the Super Tip after the article.**

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## Home Remodeling : The Anatomy of an Article (or Page) (H1)

This is a make believe post about [home remodeling](#) (yeah, that one is bold) without words that make sense. It is around 500 words long, which means it would need the keyword about 10 times.

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## A home remodeling list (H2)

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## More stuff about the topic that supports your points (H2)

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## Driving the [home remodeling](#) point home now (H3)

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*--- This is where the article ends ---*

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## Super-Duper Ultra Bonus Tip!

If you use Wordpress for your website, get the Yoast SEO plugin. If you don't know how to do it, contact your web person. If you don't have a web person and want to make your website work like it should for your business, contact Mark Hager ([mark@ageinplace.com](mailto:mark@ageinplace.com)) and we'll arrange something.

**If you want to do it for yourself, here is a video.** Just click the image and it will open YouTube.

