

## Writing for the Web: SEO Guidelines

1. Every web page will be assigned a primary and secondary keyword or keyword phrase (some may have a tertiary keyword assignment).
2. Pages will contain no less than 250 words and no more than 1000.
3. The primary keyword or keyword phrase will appear in the first and last sentence of the content produced for the page.
4. Keywords or keyword phrases will appear in the content at a rate of 3 - 7%.

Example: keyword phrase = Ford Mustang Tires

# of total words on page = 600

# of words in keyword phrase = 3

$600 \div 3 = 200$

# of times key word phrase is in content = 10

$10 \div 200 = 5\%$

5. Primary keywords or keyword phrases will appear more times than secondary keyword or keyword phrases and secondary keyword or keyword phrases will appear more times than tertiary keywords or keyword phrases.
6. Create a title with your primary keyword or keyword phrase in it.
7. Since 80% of internet users are skimmers it is always good to include short bulleted lists. This is also a very good way to add keywords to your content if you're struggling to add a few.
8. Bold you're primary keyword or keyword phrase one time in your content.
9. If you include links that link to an internal page in your content make sure the anchor text is the primary keyword or keyword phrase assigned to that page. Don't put too many links in your content. It can be distracting. A general rule of thumb: One link per bullet or number if your content has a list, and/or one link per paragraph.