

Page Titles

(appears at the top of the web browser, above the address bar)

- Page titles are given prominence by Google and other search engines and are listed as part of the search results.
- Your page titles should be descriptive and relevant to the content on the page, as well as your organization and your products/services.
- When possible, include keywords for which your site has been optimized.
- SiteNow includes the name of your organization by default, so you do not have to include it in the page title.
- Evidence suggests that Google only indexes the first 80-90 characters of your page title, so make sure the most important keywords are at the front of the string.

Effective Page Title	Less Effective Page Title
Oliver's: American Cuisine and Casual Dining Menu Atlanta, Georgia	Oliver's: Menu
Southwest Memorial: Emergency Care and Surgical Center Tempe, Arizona	Southwest Memorial: Our Services
Lighthouse School: Preschool and Pre-K Lexington Schedule Appointment	Lighthouse School: Schedule Appointment

URL Descriptor

(appended at the end of the address in the address bar)

- URL descriptors are words that are appended at the end of the URL in the address bar. Google indexes these words and rewards sites that use them to reinforce the relevance of their content.
- URL descriptors should be 2-5 words and should be relevant to both the page title and the page content itself.
- As with page titles, use keywords for which your site is optimized when possible.

Page Title	Suggested URL Descriptor
Southwest Memorial: Emergency Care and Surgical Center Tempe, Arizona	emergency-care-surgical-center
Lighthouse School: Preschool and Pre-K Lexington Schedule Appointment	preschool-pre-k-schedule-appointment

Document Heading

(appears at the top of your web page document)

- The document heading is most likely the only part of your SEO effort that your visitor will notice. It needs to be written for humans, not just machines.
- Document headings should be related to both the page title and the URL descriptor.
- When possible, include keywords for which your site has been optimized.
- Document headings should describe the content a visitor is about to read and should help the visitor recognize whether he or she has clicked on the correct link.
- This content is indexed by Google, but is only given “SEO credit” if it is relevant to the content on the rest of the page.

Page Title	Suggested Document Heading
Oliver's: American Cuisine and Casual Dining Menu Atlanta, Georgia	Casual Dining Menu
Southwest Memorial: Emergency Care and Surgical Center Tempe, Arizona	Emergency Care Services
Lighthouse School: Preschool and Pre-K Lexington Schedule Appointment	Schedule an Appointment

Document Text

(appears below the Document Heading - body of text on the webpage)

- Use your primary keywords once in the first sentence, twice in the first paragraph and at least one more time elsewhere on the page.
- Use your secondary keywords once in the first paragraph and at least one more time elsewhere on the page.
- Make sure your document text is relevant to the navigation to which it is linked (i.e., the Contact page is linked from the Contact navigation element, not from the About navigation element).
- Try to keep your word count between 100-300 words to maintain effective keyword density.
- Make sure your content is relevant to the Page Title, URL Descriptor and the Document Heading.
- Write for humans - even though you want machines to index your page effectively, it is important to remember human beings are the ones making the final decision to select your product or service.