



SEO WORKSHEET

Your body copy is the most important part of your content, and it should be written for human readers with search engines in the back of your mind.

Headline (50-70 characters or about 6 words)

The title of your blog article should be short, catchy, and incorporate your primary keyword.

Page Title (50-70 characters or about 6 words)

If your headline involves a play on words or is not something that a computer could pick up on, don't use it as your page title.

Meta Description (less than 160 characters) This snippet falls just below the page title in search engine results and could be the difference between having someone click on your article or not.

ALT Tag Text (16 words) ALT tags provide a text alternative of the image for visually impaired users with screen readers.

Primary Long-Tail Keyword Long-tail keywords are like short descriptive phrases.





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