



PAGE TAG WORKSHEET

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**INTRODUCTION.** Each page on your website, especially the *home page* and all *landing pages*, should have defined keywords embedded into the powerful page tags. Use this worksheet to define your page keyword strategy and identify steps you need to take to optimize that page for SEO. Use <http://www.lettercount.com/> to count your characters.

**Target Keywords.** SEO success comes from FOCUS. You must FOCUS your page on specific high value keywords. Five is a good number. Less is more. List five related, target keyword phrases that link your page to actual customer search queries.

Target keyword family: \_\_\_\_\_  
(One only!)

Five related ACTUAL search phrases we want to get to Page #1 for -

Phrase #1: \_\_\_\_\_

Phrase #2: \_\_\_\_\_

Phrase #3: \_\_\_\_\_

Phrase #4: \_\_\_\_\_

Phrase #5: \_\_\_\_\_

**<TITLE> Tag.** The <TITLE> tag is the most powerful tag on any page; the home page <TITLE> the most powerful tag on any Website. **Strict** limit: < 66 characters (visible on Google), < 80 characters indexed. Weave your target keywords into your <TITLE> tag but also write it in a pithy, fun, readable way:

<TITLE> \_\_\_\_\_  
\_\_\_\_\_ </TITLE>

**<DESCRIPTION> Tag.** The <META DESCRIPTION> tag heavily influences how your company is described on a Google search. Embed your keywords in your META DESCRIPTION tag and write in a pithy, fun way: Strict limit: < 155 characters.

```
<META NAME="DESCRIPTION" CONTENT="_____
_____  
_____  
_____  
_____  
_____  
_____  
_____">
```

**<H1> Tag.** The <H1> tag family is preferred by Google. Identify at least one <H1> for the page, and also use a few <H2>, <H3> around target keywords.

```
<H1>_____  
_____</H1>
```

```
<H2>_____  
_____</H2>
```

**Image Tag.** The <IMG> tag has the ALT="" attribute. Be sure to define keyword heavy text that describes each image.

```
IMG #1 ALT ="_____">  
IMG #2 ALT ="_____">  
IMG #3 ALT ="_____">
```

**Page Text.** Every word that appears on your page is a powerful keyword opportunity to get to the top of Google. Write down a few paragraphs about your company's products or services that include your target keywords. Remember that Google prefers heavy keyword density! Place this and other keyword heavy paragraphs on the page:

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**Existing Page Inventory.** Often we have an existing page that we need to improve. Take an existing page, and compare / contrast the present text with needed SEO-friendly changes -

Tag:	Current:	Revision:
TITLE		
META DESC.		
H1		
H2 / H3		
H2 / H3		
IMG ALT		
A HREF		
A HREF		
CONTENT		
ACTION		