

- **Reduce Sentence Word Counts** by breaking up multiple clauses and long lists.
- **Stay on Topic.** Search engines rate web pages by topic. So make sure all written content on your page relates to the keyword topic.
- **Add Keywords in Lower Text.** Place additional keywords lower in the content to increase your Keyword Density.
- **Use Correct Punctuation & Spelling.** Search engines reduce domain authority for pages with poor punctuation or misspellings. Use spell check in editing software to make sure your content is correct.

Example Web Page Content

Content Type	Content
Target Keyword	“floppy eared bunnies”
Permalink (page address)	http://bunniesrus.com/floppy-eared-bunnies
Page Title	Floppy Eared Bunnies
Text Content (include keyword in headline, first body text sentence and a subheader)	<p><h1>Floppy Eared Bunnies for Sale</h1> We offer the best floppy eared bunnies in the world. Bred from a pure-bred lineage dating back to the last ice age, our floppys’ ears are as limp as the day their ancestors crawled out of the glaciers.</p> <p><h2>Big Bunny Sale!</h2> Closeout bunnies this week only. Click here to visit our adoption center.</p> <p><h3>Pricing</h3> We have a wide assortment of floppy eared bunnies at affordable price levels. Choose from small, medium and large. See Pricing</p> <p><h3>Care Instructions</h3> These bunnies are easy. Food pellets and a drinking bottle are all you need.</p> <p><h3>Floppy Eared Bunnies FAQs</h3></p> <p>Q: How big do floppy eared bunnies get? A: Most floppies top out at around 12 pounds but our Bigfoot Floppies can weigh as much as 600 pounds.</p> <p>Q: Do floppies shed a lot? A: Yes. They’re a complete mess. Hair everywhere. If you’re allergic, OMG.</p>
Image Alt Text & Captions (image w/keyword in alt text and caption if used)	Bunny Image: Alt Text, “Image of floppy eared bunny.” Caption, “Floppy eared bunnies make great pets.”
Meta Description	Pricing and care instructions for floppy eared bunnies are available on this page. Floppies make great pets.

Create Your Own Web Page Content

Content Type	Content
Target Keyword	
Permalink (page address)	http://
Page Title	
Text Content (include keyword in headline, first body text sentence and a subheader)	
Image Alt Text & Captions (image w/keyword in alt text and caption if used)	
Meta Description	

Homework: Test Web Page Content

Select three people to interview, show your web page content, and ask:

- Does the headline grab you? Any suggestions?
- Is the content helpful? Any suggestions?
- Is it easy to read? Any suggestions?

Web Page Survey

Interview 1
Headlines good?
Helpful content?
Easy to read?
Interview 2
Headlines good?
Helpful content?
Easy to read?
Interview 3
Headlines good?
Helpful content?
Easy to read?
Reflect on What You Learned