

One Page: Search Engine Optimization

Editing Story Pages for SEO

1. Avoid using images for text
2. Be Brief: Anywhere from 800-1,000 words per page
3. Be Focused: One topic per page
4. Label: Use page headers and paragraph headers with keywords
5. Use Metadata

Editing Headlines for SEO

1. Be Brief. Google and MSN display the first 8-10 words of your headline. Yahoo displays up to 16.
2. A headline is a label for the page. More emphasis on nouns. Less on verbs and adjectives.
3. Headlines must be able to stand on their own, without context of other page design elements.
4. Remember: Even when editing for an engine, a human still makes the click.

Metadata – HTML code that gives search engines more information about the Web page.

1. Title
 - a. 5-10 words; 70-80 characters
 - b. Unique for each page on your site
 - c. No Superlatives
 - d. No Prepositions, Conjunctions, Articles
2. Description
 - a. Marketing: A Call to Action
 - b. Use Keywords
 - c. Who, What and Why
3. Keyword
 - a. Be Brief: 10 keywords; 200 characters
 - b. Be Focused
 - c. Don't Deceive

SEO Is ...

- Not an exact science.
- Always changing.
- A battle of good vs. evil.

Further Reading:

<http://SearchEngineWatch.com>

<http://battellemedia.com>

<http://inventory.overture.com>

<https://adwords.google.com/select/KeywordToolExternal>

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