

Keyword Location Checklist

- Used in page URL**
(Example if my focus phrase was keyword location. I'd use www.example.com/keyword-location. This is optional and you don't want to use with 3-4 word phrases or if it seems unnatural)
- Used in Page or Blog Title**
(Most commonly referred to as your H1 tag on your website. If using WordPress, making sure the phrase is in your title box is perfect.)
- Used in Paragraph Headings**
(Typically these are your H2 - H6 tags)
- Used in the first sentence of your content**
(You want to get to the point right out the gate and list your phrase in the first sentence of content)
- Used 2-5 times throughout the page**
(You don't want the 2-5 times to be all in the same paragraph. Try to space it out allowing it to be used naturally)
- Image ALT tag, if there is an Image on the Page**
(If you have any pictures showing on this page you will want to add the phrase as an ALT tag. If you use WordPress, when you upload an image and it asks for title and description. There will also be a box that says ALT tag.)

IMPORTANT REMINDER: Even though the focus phrase needs to be in the above areas **DO NOT** simply just use your phrase as the title, heading, and URL. In your Titles and Headings include other words adding more description to your focus phrase. For example, if my phrase is Keyword Location:

DO's

Page URL = www.example.com/keyword-location
Page Title = The Importance of Keyword Location
Paragraph Heading = How Keyword Location Affects You

DONT's

Page URL = www.example.com/keyword-location
Page Title = Keyword Location
Paragraph Heading = Keyword Location