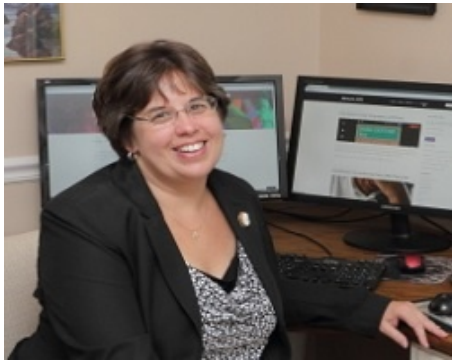


Great Content, Great SEO



By Jill Kurtz, Owner Kurtz Digital Strategy

Every piece of content you create should be developed with [SEO](#) – search engine optimization – in mind. SEO is less of a moving target than in years past, so now is a good time to commit to the three elements that will make your content pop in search engines.

Words

Your words will get the attention of search engines. Write your content with keywords and phrases. Make sure to put keywords everywhere that makes sense: titles, heads, subheads, captions, and paragraph text.



Links

Create connections – links – to related content at your site. Also create links to related content and sites that help to build your message and brand. Use keywords for link text whenever it makes sense,

A word of caution – don't create too many links. This detracts from the usability of your site and reduces SEO.

Page Structure

Pay attention to proper HTML structure for each web page. Use header tags (H1, H2, etc.) Populate meta tags, including the meta description that will be used for search engine result pages. Also populate alt tags on images and other non-text elements of the page. As always, use keywords as appropriate.

Mobile Friendly

Another structural must do: your site must be mobile friendly. Search engines will downgrade or – worse – not show – a website that is not optimized for mobile devices. To ensure you will be seen, your website must be mobile-friendly.

About the Author: Jill Kurtz founded Kurtz Digital Strategy to help clients see the communication potential of the newest trends and technologies. She is an expert at website strategy and redesign, social media planning, and developing exceptional content.