

SEO BEST PRACTICES

SEO is an important part of your website's overall success. Proper SEO helps improve your websites rank and visibility, which allows users to organically find your website higher in search results. Many SEO strategies are free and are relatively simple to implement. When adding SEO to your website, don't forget to keep things simple. Search engines and potential learners just need to know the basics of the overall topics on the web page. Remember, less is more when it comes to SEO.

To help you with your website optimization, we've put together a list of "SEO Best Practices". Below you'll find the foundation of what helps increase a websites SEO.

Off-Page SEO

Off-page SEO is a crucial part in ensuring your website reaches the right audiences and ranks for the correct search queries. The strategies below will help enhance your off-page SEO efforts.

- **Create a Google Search Console Page** (Google Search Console)
  - Analyze website impressions, clicks, and page position on Google
  - Submit sitemaps to make sure Google indexes your most current pages/site design
  - Receive email alerts when URLs are having issues with web crawling

- **Work on Link Building**
  - When other websites link to your website and content (like media outlets, influential people, etc.) this helps increase your page authority and will help your website rank higher in search results. When your website pages rank higher, you'll receive more search traffic organically.

  - Share content on your social media accounts and make sure to include links back to your website. Not only does this boost brand awareness/grows your audience, but it's also a way to link back to your website (which is exactly what you want to do when link building).

  - Create original content (like blogs, videos, and infographics) and link out to other authoritative websites. This will improve the credibility of your content while also increasing your web rankings.

On-Page SEO

On-page SEO optimizes web pages with things like keywords and meta descriptions to help improve site traffic for topics your page should rank for. The strategies below will help enhance your on-page SEO efforts.

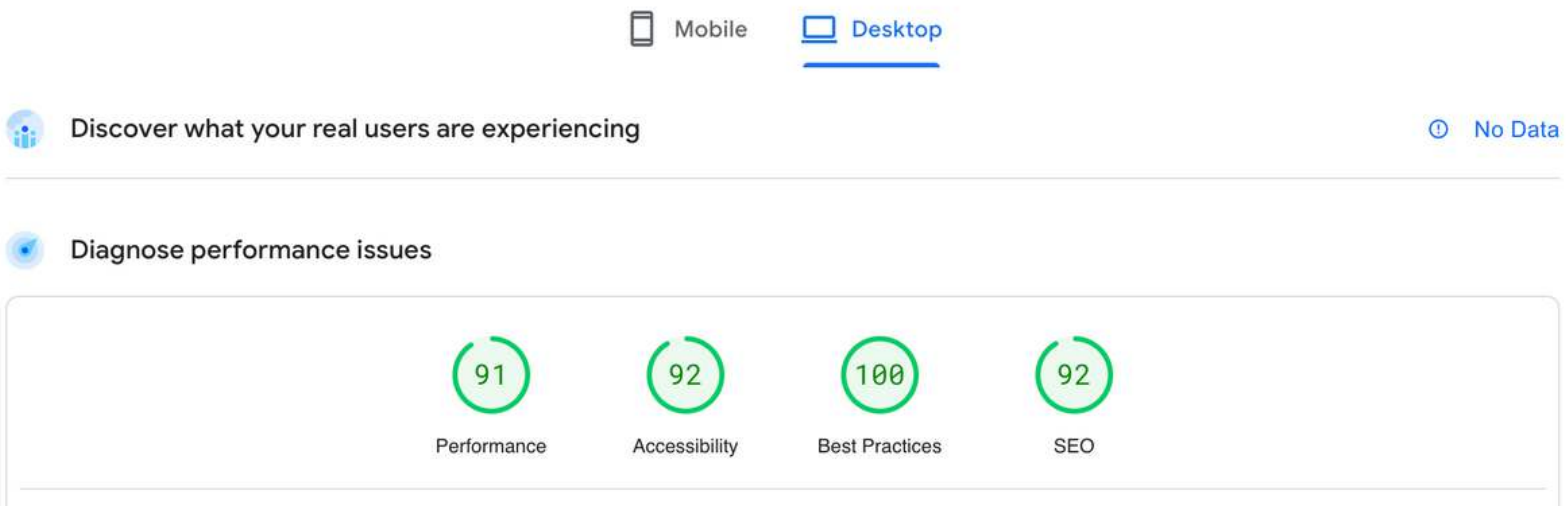
- **Keywords**
  - Include around two to four keywords on the back end of each web page. Think of what people would search for when looking for the course or certificate. If you add too many keywords, search engines will penalize your site for "keyword stuffing" and in turn your rank will not improve.

- **Title Tags**
  - Be specific with your title tags and eliminate too much creative language. You want the title tag to display what the web page will be about. Try to incorporate one of your page keywords into your title tag for optimal SEO.

- **Meta Descriptions**
  - Make sure your meta description is between 50 to 160 characters. Try to keep it under 200 and try to include your title/keyword in the description for best results.

- **Images**
  - Add “Alt Txt” to all images to describe the image. The image text adds another opportunity to incorporate your on-page keyword.

To check the efficacy of your SEO and web analytics a great place to start is: https://pagespeed.web.dev



For a complete list of our course/certificate keywords, check out our SEO spreadsheet in the Marketing Resource Center.

