

The “SEO-rogenous” Zones to Make the Bots Scream “Yes, Yes, Yes!” Over Your Content

Now that you have your keywords that you’ve filtered using your “How To Choose Keywords” cheat sheet it’s time to deploy them in your content.

1. Be sure the keyword appears in the **title** of your content – the closer to the beginning of the title the better.

Correct → A **Gluten Free Dairy Free Chocolate Cake Recipe** You Will Use Over and Over!

Incorrect → A super yummy chocolate cake that is gluten free and dairy free.

2. Use **ONLY** the keyword in your **slug/permalink**. This is the link that your site creates to send people specifically to that content. Do **NOT** add extra words or allow your title to populate your slug/permalink.

Correct → www.yourwebsite.com/gluten-free-dairy-free-chocolate-cake-recipe

Incorrect → www.yourswebsite.com/the-best-gluten-free-dairy-free-chocolate-cake-recipe-ever

3. Use your keyword in your **header tag**, also known as an “H1 Tag”. This is a “introduction” to your content at the top of the page. Do NOT just repeat the title – create a “headline” with a little more information.

Example → This **gluten free dairy free chocolate cake recipe** is a quick and easy anytime treat!

4. Be sure your keyword appears in your **meta description** (also known as your “snippet”), preferably with a call to action to compel readers to click through to your site. The meta description is limited to ~155 characters and is a **FREE AD** for your content – keep this in mind as you write it!

Correct → Come learn why this easy **gluten free dairy free chocolate cake recipe** became an instant hit with our readers – get it free!

Incorrect → Hey everyone, it’s really sunny here today and I finally got the kids to go outside. The other day I was really in the mood for a big slice of yummy, rich choc....



5. Put the keyword into the of **first AND last paragraph** your content, in the exact same format. Don't add transition words, change the order or semantics. Bonus points (lots) if you can work it into your very first sentence. Even though the ability of search engines to understand context better and better everyday thanks to their AI (Artificial Intelligence) constantly learning, using a keyword exactly as identified in search is still the gold standard.
6. ALWAYS use an image and ALWAYS **optimize your images** using your keyword. Save the image on your computer using your optimized title and try to include a call to action (see below). Also be sure to copy that title into the Alt Text field for that image. This helps the search bots both lock in on what you are optimizing AND provide descriptive text to alternatively abled users.

Correct → A serving of dessert made with the very best **gluten free dairy free chocolate cake recipe** EVER – free to download!

Incorrect → 2507627cakeweb.jpg

7. Use your keyword and close variations of it throughout your content. Don't overdo it – the bots might think you are spamming, but where it makes sense and sounds natural, be sure to fold it in.

**Hit these sexy spots with your keywords/keyphrase
and the bots will be BEGGING you for more!**

