

Website SEO Content Template

Maximize Your Results in Search and
Increase Conversions



SEO Title

This is the title shown in search results on your listing, and also in the tab at the top of your browser

Instructions: Your SEO title (also known as a meta title) is the most important place to list keywords that your target customer would search to find this page of content. The title should not be a full sentence so that you can maximize the value of your limited space **50-70 characters**. Your SEO title is specified inside of your content management system.

SAMPLE SEO TITLE: PLASTIC INJECTION MOLDING MANUFACTURER | ISO CERTIFIED | CUSTOM MANUFACTURING

NOTES: WHEN GOOGLE SEES THIS SEO TITLE, WE GAVE THEM VARIOUS COMBINATIONS OF KEYWORDS THAT OUR TARGET MARKET MIGHT SEARCH. FOR EXAMPLE THIS TITLE WOULD CORRELATE TO SEARCHES FOR: ISO CERTIFIED INJECTION MOLDING, INJECTION MOLDING MANUFACTURER, INJECTION MOLDING MANUFACTURING, CUSTOM PLASTIC MOLDING MANUFACTURER, AND MORE.

Meta Description

This is the description shown under your SEO title in Google search results

Instructions: Your meta description is the second most important place to list keywords. It should contain the exact same keywords as your SEO title, but with additional description that will help sell the searcher on clicking on your listing. Once again maximize the value of this area by removing words that don't matter, and perhaps using a & symbol instead of the word "and". **155-160 Characters**. Your meta description is specified inside of your content management system.

SAMPLE META DESCRIPTION: XYZ CORP, AN EXPERIENCED PLASTIC INJECTION MOLDING MANUFACTURER. WE ARE ISO 9001:2015 CERTIFIED & PROVIDE CUSTOM MANUFACTURING FOR COMPLEX PLASTIC PARTS FOR AEROSPACE, AUTOMOTIVE & MORE.

NOTE: THIS META DESCRIPTION GIVES GOOGLE EVEN MORE WORD MATCHING CHOICES BASED ON WORDS LIKE "COMPLEX", "AEROSPACE", "PARTS", AND OTHER KEYWORDS.

Page Heading or H1

This is defined as the largest text on your page, although you can make it visibly smaller than other text if you understand basic programming

Instructions: The H1 should contain the exact same keywords as your SEO title but usually reads more like an introduction sentence. There is no character limit, but keep it concise as possible.

SAMPLE HEADING: XYZ CORP IS AN ISO CERTIFIED PLASTIC INJECTION MOLDING MANUFACTURER, PROVIDING CUSTOM MANUFACTURING OF COMPLEX PARTS

Body Text

This is the main paragraph text on your page

Instructions: Make sure your focus SEO keyword sets occur in the first paragraph, and depending on the length of the body, use those keywords in exact match form at least 3 times total (or up to 5 for longer articles). Throughout the body, use those same keywords in non-exact form another 3 times. So instead of saying "plastic injection molding manufacturing" you might say "high quality injection molding of plastic parts". Your body content should be a **minimum of 500 words long**, but longer is always better.

NOTES:

INTRODUCE YOUR BODY CONTENT WITH A SHORT COMPELLING SUMMARY OF WHY SOMEONE WOULD WORK WITH YOUR COMPANY, AND IMMEDIATELY FOLLOW THAT INTRODUCTION WITH YOUR CALLS TO ACTION ("GET A QUOTE" OR "CONTACT US")

USE SUBHEADINGS THROUGHOUT THE REST OF THE BODY TO BREAK UP THE ARTICLE AND PROVIDE MORE KEYWORD VARIATION

USE IMAGERY IN THE ARTICLE, AND MAKE SURE YOU CREATE ALT TAGS FOR THOSE IMAGES THAT MATCH YOUR SEO KEYWORDS

MAKE THE ARTICLE OR PAGE INTERESTING, COMPELLING, AND EASY TO READ