

# Anatomy of an Optimized Webpage

Page URL - *not visible on the page*

Page <title> - *not visible on the page*

Meta Description - *not visible on the page*

<h1> Header - *visible on the page*

Body Copy -----

----- Image (alt attribute)

----- Internal Link -----

----- External Link -----

https://domain.com > directory > sub-directory

[Page <title> or <h1> Header | 50-60 Characters](#)

Meta description no longer than 160 characters with your keyword appearing at least once.

Schema Data including ratings, price, etc.

## KEYWORD PLACEMENT IN ORDER OF IMPORTANCE

1. Once in the page title.
2. At least once in the meta description.
3. In the page's HTML headers.
4. In the body copy. A good keyword density to aim for is one instance for every 100 words with a minimum of 300 words per page. Use bold, italics, and lists appropriately.
5. In link/anchor text from other pages and link to external resource when appropriate.
6. As the filename of the image and in the image alt attribute.
7. In the url of the page if possible.