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# Required web page SEO standards and best practices

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SEO stands for "search engine optimization." It's the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

*SEO is as much about people as it is about search engines themselves.*

# CONTENT IS KING:

This statement has been true since the World Wide Web was started. Content affects everything in SEO.

- x Understand who your audience is and how they search.
- x Use keywords in your content titles, like H1 html tags.
- x Less is more, do not over do it with too much content on one page. Keep the user engaged without them having to do too much. Don't over load a page, separate the content

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# Meta Tags Built into DotCms web pages

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<https://dotcms.com/docs/latest/page>

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## 2. SEO Description:

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The meta description is an HTML attribute that provides a brief summary of what content is on a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates. If the meta description tag is missing, Google will just pick a piece of content from your page, which it thinks is the most relevant for the user.

- x It's important to add focus keywords to your descriptions.
- x Never make description too long
- x Include the most interesting and relevant content on the page. Focus on headlines and topics written in the content. Most times you can copy and paste from the content into the description without having to write anything.
- x Include any call to actions within the content.
- x `<meta name="description" content="Wondering if The University of Akron campus and student activities are the right fit for you? Explore our organizations and campus life to find out.">`

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## 3. SEO Keywords:

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Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

It's no good just throwing keywords on your page. Creating compelling content is about providing real value for real people, not just sending hints to Google robots.

```
<meta name="keywords" content="University of Akron, Campus Life, Activities, Students, Organizations, hobbies, politics, faith, film, ethnicity, music, academics, athletics, Housing Dining, Career Development, Service Leadership, Intercollegiate, Diversity, health wellness, safety">
```

**Keyword Tool**

<https://cognitiveseo.com/keyword-tool/>

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## 4. Page Metadata:

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This section is to be used only for custom code such as CSS or Scripting code. Do not use this area for anything else.

**Good:**

```

```

This alt text is a better alternative because it is far more descriptive of what's in the image. This isn't just a stack of "pancakes" (as the first alt text example demonstrated); it's a stack of blueberry pancakes with a dusting of powdered sugar!

**Never:**

```

```

or

```

```

Neither of these examples are recommended. The first line of code actually doesn't contain any alt text at all (notice the quotes are empty), while the second example demonstrates keyword stuffing in alt text.

Also note that you do not need an alt text if the image is purely for decorative.

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## Image Alt Text vs Image Title

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This text does not serve search engines as much as it serves your users. Image title is another attribute that can be added to the image tag in HTML. It is used to provide a title for your image. The text you enter inside the title tag will not be shown to user when an image cannot be displayed. Instead, it is displayed in a popup when a user takes their mouse over to an image. It can be the same as the alt text but try to make it different.

```

```

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## Conclusion

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The world of search engine optimization is complex and ever-changing, but you can easily understand the basics, and even a small amount of SEO knowledge can make a big difference.

**Here are some free seo guides and resources.**