

Super Simple SEO for Home Pages

A free checklist of tasks to complete to make sure your home page is SEO-friendly for Google, and properly optimized for your target search term.

- 1 Identify the target search term (keyword).
 - 2 Naturally use the search term at the beginning of the home page title tag.
 - 3 Use the search term or variations in the home page description tag..
 - 4 Rename the logo file name using a variation of the target search term.
 - 5 Use search term in the file name of the main image.
 - 6 Naturally use the search term in the caption and alt tag of the main image.
 - 7 Naturally use the search term in one of the heading tags (H1-H3).
 - 8 Naturally use the search term or variations 2-3 times max in the post.
 - 9 Bold or italicize an entire sentence in the post containing search term.
 - 10 Use variations of the search term in all image file names, alt tags and captions.
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