



### 5 Quick Tricks to Get Your Website Ranked Higher

#### 1. Optimize Your Title Tags

The title tag of your website can be found by looking in the upper left hand corner of your browser window or in the HTML between <title></title>. **Your title tag should be no longer than 70 characters and include keywords and your brand name.** It is one of the most important factors in determining where your website ranks and appears in search engine result pages as the Title of your website. Your Title Tag should follow this pattern:

**PRIMARY KEYWORD | SECONDARY KEYWORD—BRAND NAME**

#### 2. Optimize Your META Description Tags

META Tags provide a short description of what your website or a particular web page is about and appears in search engine results pages underneath the title of your website. The META description should be a maximum of 160 characters long and contain 1 or 2 keywords relevant to the page. **For example, if you sell pet food, then your META description should tell people that your web page is about pet food.**

#### 3. Optimize Your Heading Tags

Heading tags **range from H1—H6**, decreasing in search engine value as the heading numbers increase. They are most commonly used as introductory text before a larger block of text and should contain your primary keyword that you want to rank for on the specific page. **For the best results, include your primary keyword in the H1 Tag and your secondary keyword in the H2 Tag.** Smaller headings, such as H4 or H5 headings, are excellent choices for making the calls-to-action on your website really stand out.

#### 4. Anchor Text (Internal & External)

Anchor Text refers to the text within a websites copy that serves as a hyperlink from one page on your website to another page, either internally or externally. **Anchor text is very important for link building and should contain long tail keywords that you want to rank for.**

#### 5. ALT Tags

ALT (Alternative) Tags are used as descriptions for images on your website. **If a user chooses to browse the web without using images (i.e. on a cell phone) the alternative descriptions will be displayed in place of the images.** ALT Tags should detail whatever the features of the picture and should contain keywords where possible for Search Engine purposes.