

# Keywords and backlinks

Prioritizing these important elements will increase your website's domain authority and ensure it appears higher in search engine results.

## Page titles and descriptions

Wordpress dashboard > Options > SEO Options

**Page title format:** Product or service | Your service area | Your company name

Switch these up for each page title, interchanging relevant keywords. Maximum of 60 characters.

**Page keywords:** Include at least 3 relevant keywords separated by commas. Switch these up for each page.

**Page description format:** Describe the page using relevant keywords, written in a readable sentence. Maximum 160 characters.

## Image alt text

Wordpress dashboard > Media > Alt text

Describe the image, video or document using relevant keywords, written in a readable sentence. Avoid phrases such as "image of ..." or "photo of ...". Maximum of 125 characters.

## Internal links

Wordpress dashboard > Page or blog post

Linking to your own content keeps visitors on your website and improves your standing with Google. Aim for one link per page or post to another page or post within your own site.

## High quality backlinks

### External

Email organizations and other businesses within your niche and service area to request backlinks to your website. Keep your outreach short and to the point, while explaining how your website content and/or service can benefit their target audience.

1. State how you came across their business or extend a compliment.
2. Explain how your content or service would be a great fit for their audience.
3. Ask them to link to your site or to a specific page or post that is relevant to them.

4. Show you've done your research by pointing out a specific page or post on their site that your content would complement nicely.

5. If it is educational or nonprofit business, offer a friendly donation (if this is within your budget).

6. If they are a local business, offer to link to their website in exchange for a backlink (such as on a partnerships page).

## Free online keyword tool

### Wordstream

Compare relevant keywords using CPC and search volume. Learn whether competition for your keywords is high or low and see related keywords. Be sure to use only the most relevant.

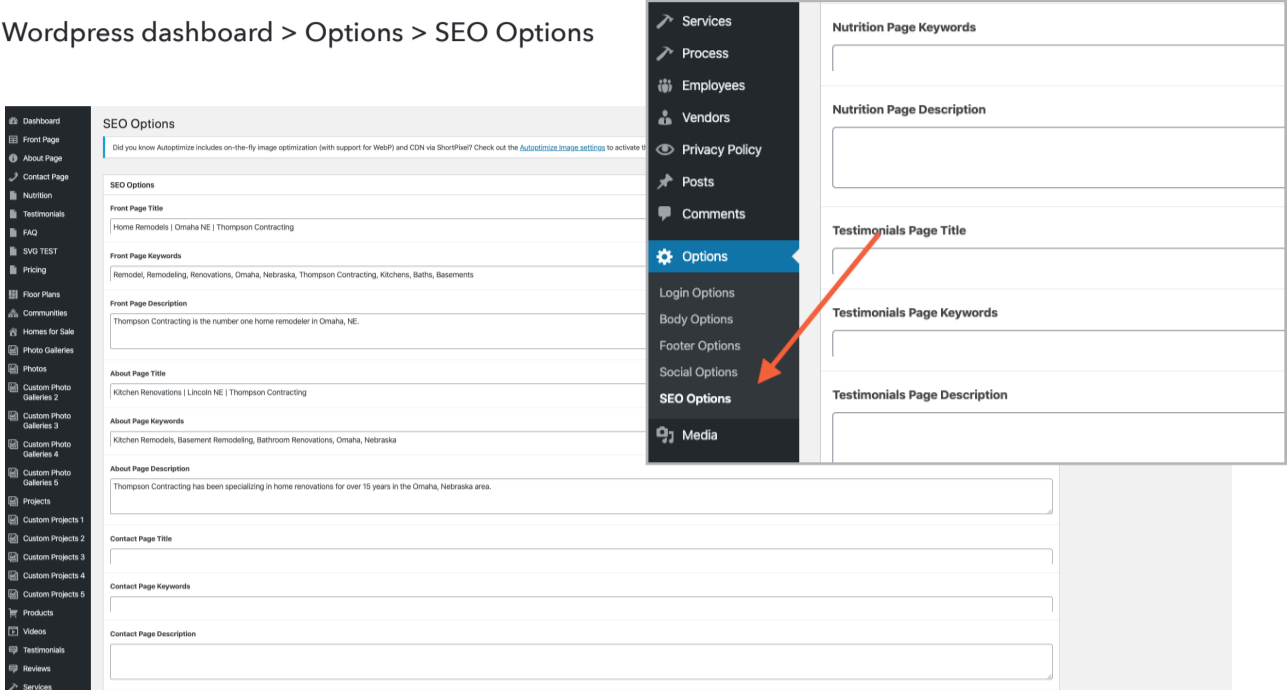
[www.wordstream.com/keywords](http://www.wordstream.com/keywords)

**Avoid these SEO mistakes:** Spammy backlink asks, quantity over quality mindset, keyword stuffing, ignoring your bounce rate and relying on backlinks instead of content.

# Important places to use keywords

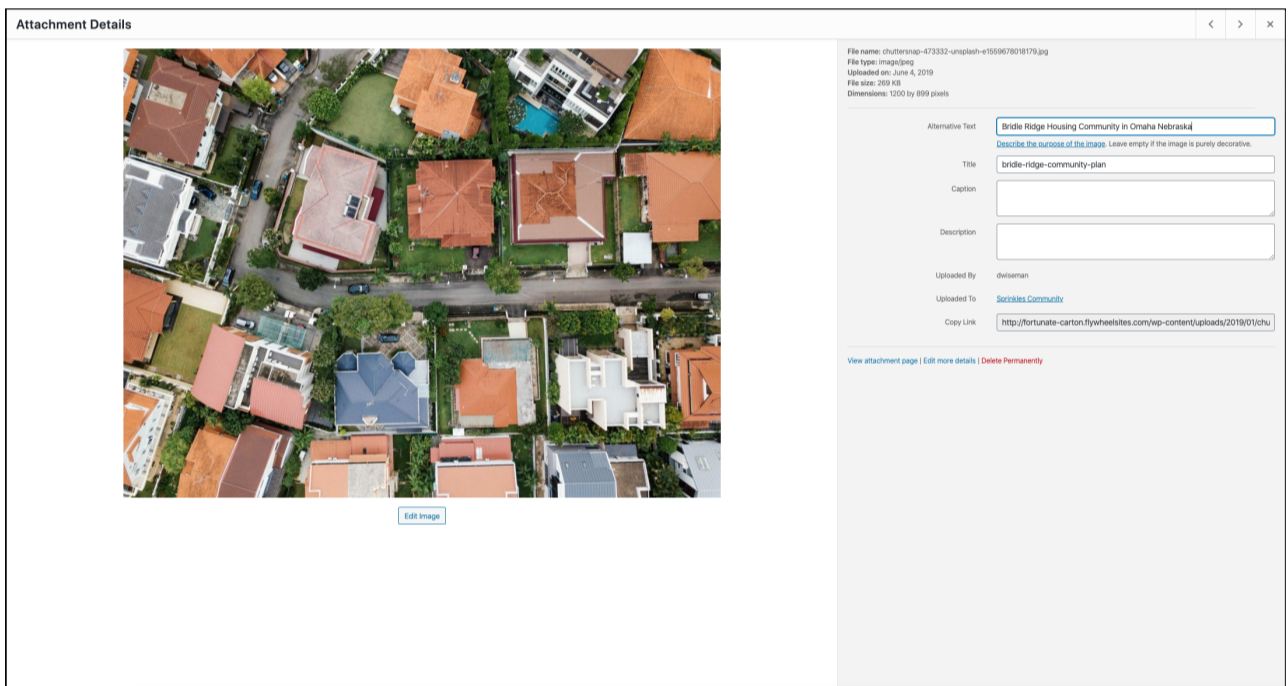
## Page titles and descriptions

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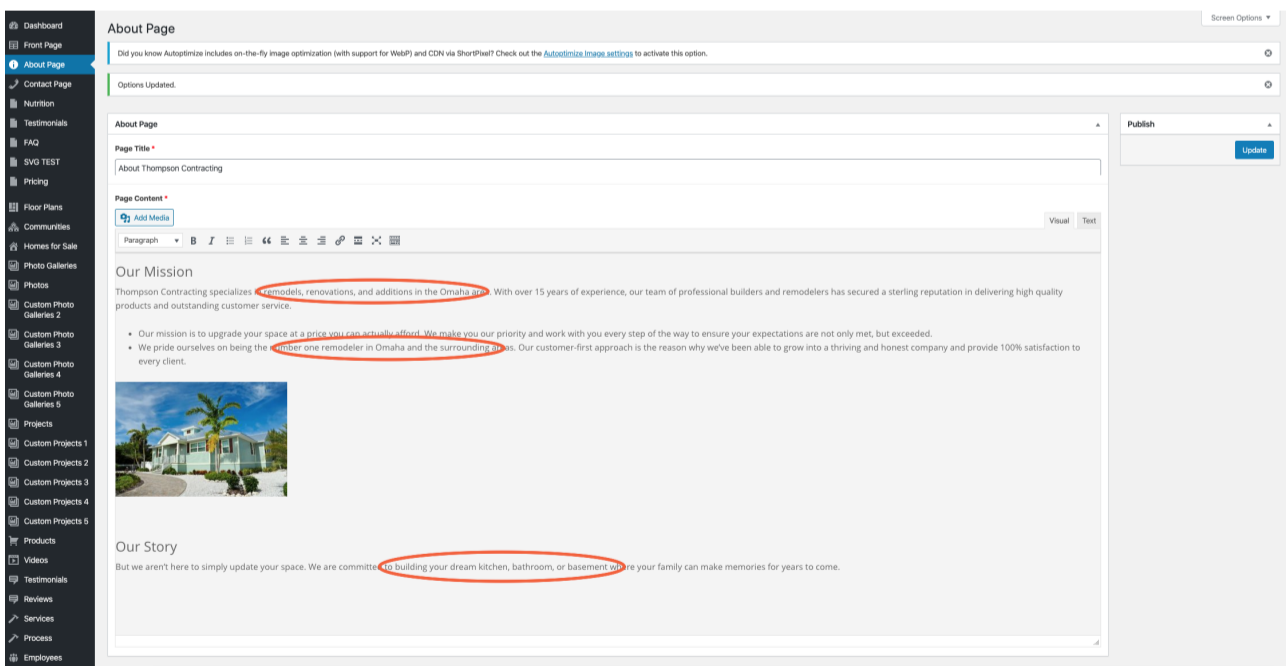
## Image alt text for SEO and ADA compliance

Wordpress dashboard > Media > Alt text



## Page content and blogs

Wordpress dashboard > Page or blog post



Above is the backend of Wordpress where edits are made. To the right, you can see what that page looks like to visitors.

Keywords have been strategically added inside the content (highlighted in orange above). These keywords are hyper-relevant to the content and what potential customers are searching for online benefitting your website's SEO.

If you have questions or need help, please contact Mike Stein at [mike.stein@buildertrend.com](mailto:mike.stein@buildertrend.com)

