Raising the Bar for Business in New Mexico

ABQ LEAP IDSP Business Academy Enterprise Mastery

League of Enterprise Accredited Professionals

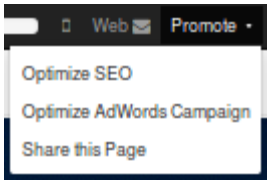
18-Week Program

- SEO Basics

For the XpanZion Enterprise Platform

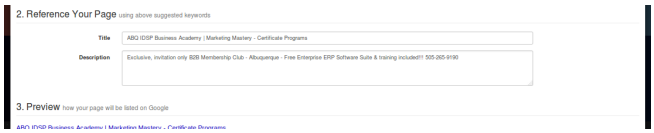
Worksheet 7 of 18

12 SEO Specifics

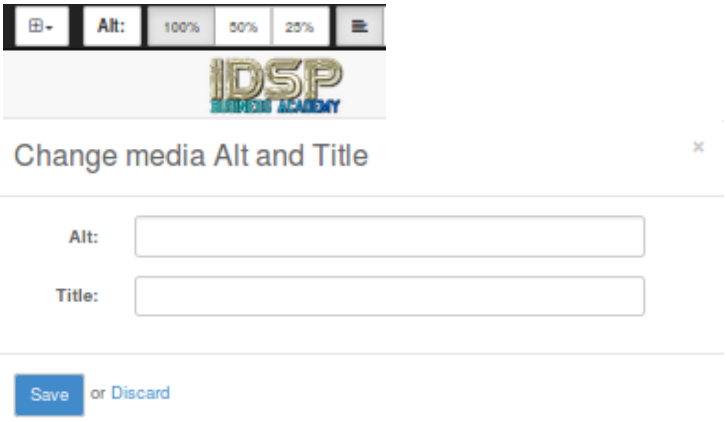


1. Url
2. Title
3. Description
4. Keywords
5. H1 tag
6. H2 tag
7. Font Style
8. Text qty.
9. Body
10. Position
11. Image Name
12. Alt Image txt.

1) Go to the Page to optimize
2) Select Promote from edit menu
3) Select “Optimize SEO”



4) Enter Title & Meta Description
5) Enter Keywords, (up to ten)
6) Click Save



7) Click website edit button
8) Select image to tag
9) Select Alt from edit menu
10) Enter Alt Text & Title
11) Click Save

For better ranking more traffic, Optimize your page with keywords specific to your niche.

There are 12 specific areas of the page that you should have your keywords in.

Be sure to write a short compelling meta description that includes your city and phone number.

Once your page has been optimized, share it on social sites so that the googlebots will find it and rank it.

Update your social sites and directory listings to give yourself as many backlinks as possible.

Alt tag your images to get results for google image searches.