

Raising the Bar for Business in New Mexico

ABQ LEAP Enterprise Mastery

IDSP Business Academy

League of Enterprise Accredited Professionals

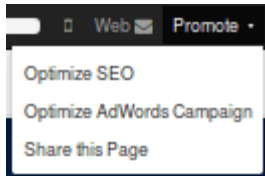
16-Week Program

For the XpanZion
Enterprise Platform

• SEO Basics

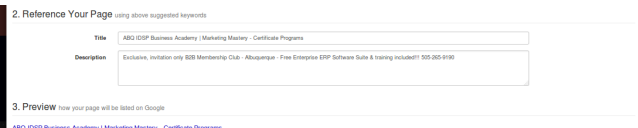
Worksheet 6 of 16

12 SEO Specifics

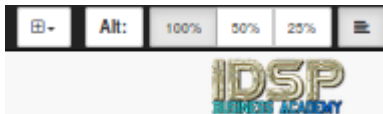


- | | |
|----------------|--------------------|
| 1. Url | 7. Font Style |
| 2. Title | 8. Text qty. |
| 3. Description | 9. Body |
| 4. Keywords | 10. Position |
| 5. H1 tag | 11. Image Name |
| 6. H2 tag | 12. Alt Image txt. |

- 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



Change media Alt and Title

Alt:

Title:

Save or Discard

- 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.