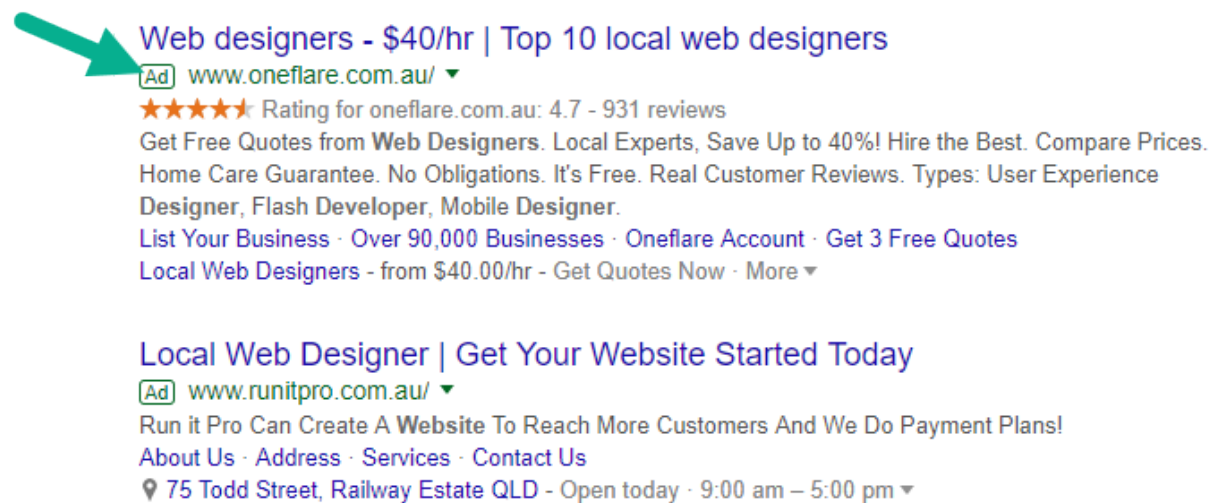# Search Engine Optimization (SEO)

NOTE: It is helpful to read the 'Keyword Refinement (Understanding It).docx' before reading this as you want to supply the best keywords for the best SEO results.

Purpose for this document: For the most part D.P. Web Design will take care of the Basic SEO explained in this document for you. Nonetheless, understanding these three common SEO key features and supplying us with your suggestions is beneficial to the success of your website's SEO .

What is SEO

Basic SEO work will help with the organic (unpaid) aspect to Google & other search engines. The image below shows where the paid advertising is placed on a standard Google search page.

D.P. Web Design includes basic SEO on all base build websites, this usually consists of refining the following page Metadata...

- Page Title
- Short Site Description
- Site Keywords or Phrases

Page Title

70 Characters

At this basic SEO level D.P. Web Design will usually only add a 'Page Title' description for the home page as this is the most common landing page for Google.

Page titles should be descriptive and concise. Avoid vague descriptors like "Home" for your home page, or "Profile" for a specific person's profile. Also avoid unnecessarily long or verbose titles, which are likely to get truncated when they show up in the search results.

This is how a Page Title displays in your browser…

Global Site Meta Description

160 Characters

D.P. Web Design, Professional Website Design Townsville.

https://dpwebdesign.com.au/

D.P. **Web Design Townsville** provides graphic design & website design Townsville. We specialise in small business & corporate websites, CMS & E-commerce ...

Contact · Mobile Vet Care Townsville · Policies · Pricing

The meta description tag is intended to be a brief and concise summary of your page's content. Think of the Google directory. You see your site title followed by a brief description of your site or business. The meta description tag is designed to provide a brief description of your site which can be used by search engines or directories.

Consider the following ideas when creating the site meta description:
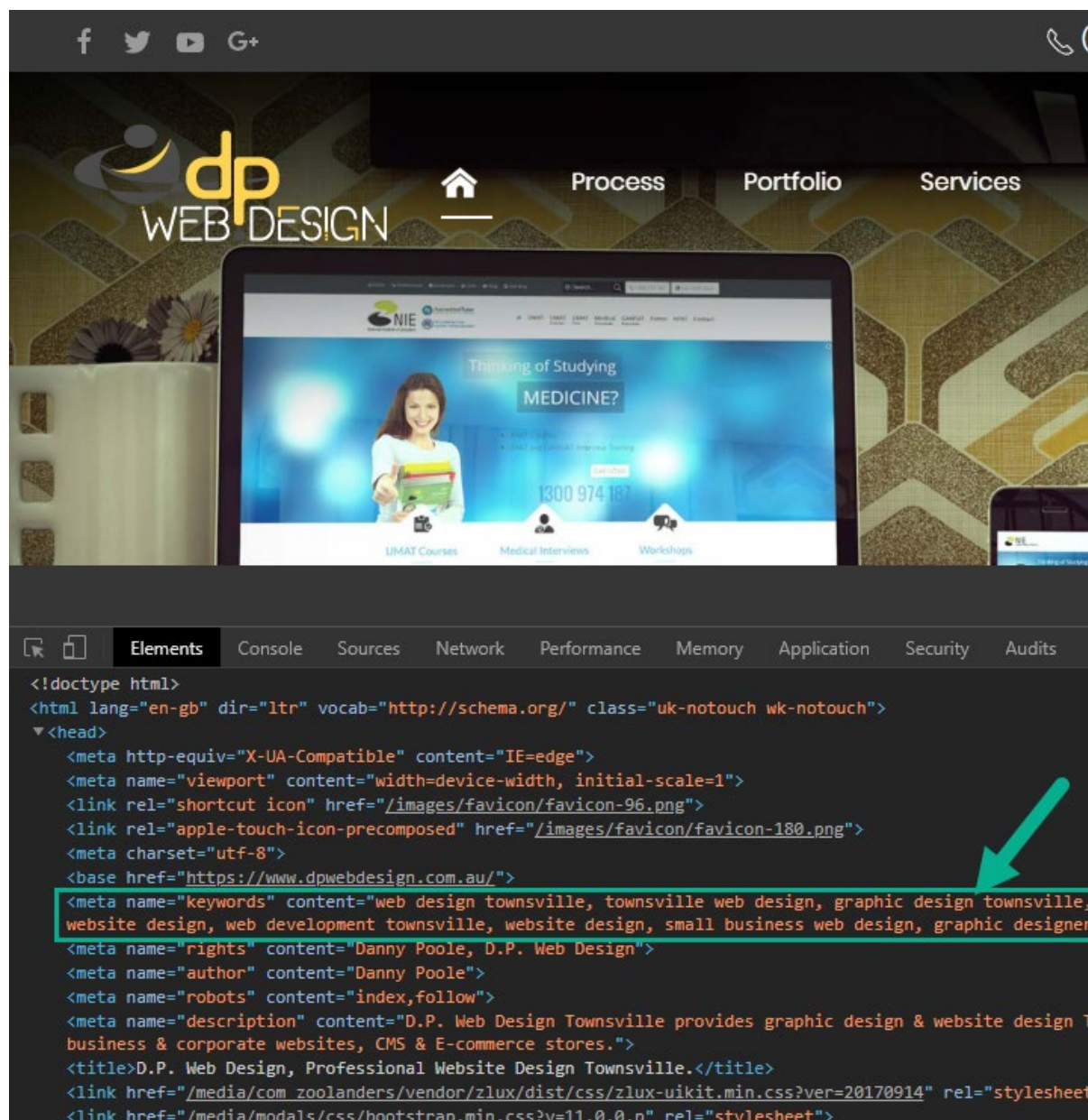
- Ideally limit the description to twenty words or so.
- Make the description concise and relevant to the web site's contents.
- Include some of the keywords and key phrases associated with the web site content here too.

NOTE: As some Search Engines now read more than 20 words it is possible to add one or two sentences, just make sure that the most important part of the description is in the first 20 words. This ensures the greatest available coverage by as many Search Engines as possible.

Global Site Meta Keywords

No more than 10 keyword phrases

Keywords don't show on the search page or even the web page, they are hidden in the code of the page and help search engines place a page when the page has none to minimal content. They are an assist and not the Be-all and end-all of SEO. You are best to use Keywords in titles & website content for better results. Please read **the 'Keyword Refinement (Understanding It).docx'** to understand more on keywords.

The following should be kept in mind:

- The optimal number of characters (NOT WORDS) for a keyword description is said to be between 300 and 500. (e.g. Web Design Townsville) is one keyword phrase but 19 characters.
- Do not repeat words too often.

- Separate the keywords with a comma, or a space, or group two or three words together - such as a pertinent phrase - for example: 'Web Design Townsville, website development, desktop publishing'.

In SUMMARY please supply the following

- Page Title
- Short Site Description
- Site Keywords or Phrases (separated by comma)