Keyword Research

Research and select relevant keywords that your target audience is likely to search for. Think how your typical audience would think if they were looking for information. Use common language!

Use tools like Google Keyword Planner to identify high-traffic and low-competition keywords.

Use bold and italics to emphasize page keywords and to make the page easier to scan and more readable. Avoid overuse since can detract from user experience.

Page Titles

Use keyword phrases users would search to find your content as page titles and URLs.

Keep titles under 60 characters for optimal display in search results.

Use Common Language

Use header tags (H2, H3, H4 etc.) to structure your content logically.

We use H1 for the main title of the page only and subsequent header tags for subheadings.

Incorporate keywords naturally in header tags for improved relevancy.

Keyword Placement:

Place your primary keyword in the first paragraph of your content.

Include variations of your keyword/key phrase throughout the content to maintain natural language.

Avoid keyword stuffing, which can negatively impact user experience and SEO.

Content Quality:

Create high-quality, informative, and engaging content that addresses the user's query.

Aim for comprehensive coverage of the topic, providing value to your audience.
- Use bullet points, subheadings, and multimedia to enhance readability.

- Internal Linking:
  - Include internal links to relevant pages within UIS.
  - Internal linking helps distribute link authority, improves navigation, and encourages users to explore more of your content.

- Image Optimization:
  - Use descriptive file names for images, including relevant keywords.
  - Add alt text to images to improve accessibility and provide context to search engines.