GET GOOGLE'S ATTENTION

Best practices to help your website pages show up in search engine results

T4 Cheat Sheet for search engine optimization

Every page. Every time.

Choose keywords

#1

These are the words someone would most likely type into a search query to find the content on your page. Choose one main keyword or phrase per web page. Each page should be unique. Choose unbranded terms that don't include "Loyola."

Tip: *Choose words people actually use, not necessarily the words you want them to use. They're not always the same.*

Populate T4 metadata fields

#3

Write your page description and include SEO key phrases in T4 prior to publishing. "Section" / "More" / "Metadata." Populate "dc.description" and "dc.keywords."

Tip: *The description is the snippet of text that loads with the page link in Google search. Make it a call-to-action and include your keyword phrase. The more clicks you attract, the higher your ranking.*

Label images

#5

Search bots can't "read" pictures, but they can read picture files names. Take a couple minutes to re-name your photo file before loading on your web page.

Tip: *An easy naming convention is "keyword_school or program_loyola_chicago.jpg." Just be sure to use all lowercase and no spaces.*

Use your keyword in your page title

#2

It's important to include your top word or phrase in your page "headline" using the Page Name and/or Sub-Heading fields in T4.

Tip: *Write to engage readers, not robots. Even though using a keyword is important, use it in a compelling way.*

Use main keyword in the first 100 words

#4

Use your main keyword phrase or semantically-similar phrases in the opening paragraph. This reinforces to search bots that the on-page content matches the search query.

Tip: *Don't go overboard. Using too many keywords ("keyword-stuffing") will actually hurt your search results.*

Link 2-3x

#6

Link to both internal pages and external websites. When linking externally, make sure it's a well-established source (i.e.: a news publication vs. a personal blog).

Tip: *Use keyword phrases as the linked copy.*