

Webmaster Cheat Sheet for Keyword Optimization

- Domain Name** The address of your site

- Title Tag** The sentence which appears right at the top of the browser

- Description Tag** The short paragraph that appears when you search for your webpage on search engines

- Headers** The titles in your body text

- Body Text** The text that makes up your webpage

- ALT Tags** The text that appears when you put your mouse over an image

- Anchor Text** The text that links to your web page

<p>Keyword Quick tips:</p> <ul style="list-style-type: none">- do not exceed two to three keywords per page- use the dash “-” to seperate words in your URL- do not be overly generic or overly specific
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