

# Keyword planning



Search engine optimisation (SEO) starts with keyword planning. Here is our list of tactics for on-page content optimisation.

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- Use your industry keywords to research and create a list of target keywords for your business category. Then do the same for each of your product or service categories.
  - Decide on your target keywords or keyword phrases for each website page.
  - Use your target keywords in the URL 'slug', in the page H1 heading and first sentence or paragraph.
  - Use your target keywords and synonyms regularly in the body copy and in some H2 headings. But make sure the copy reads naturally and avoid 'keyword stuffing', which is penalised by Google.
  - Use your target keywords and related phrases for internal page links and external website links.
  - Use the images on your page to illustrate the page topic, so your image names and descriptions also signal the page topic to Google. (Ensure image file sizes are as small as possible!)
  - Now focus on the text you want to show on the search engine results page (SERP). You control this by entering the page title tag and meta description into your content management system (CRM). This meta data is hugely important as it entices people to click on your link ahead of a competitor's.
  - Use your target keywords to write the title tag for each page using 60–70 characters.
  - Use your target keywords to write the meta description for each page. Make it less than 150 characters so it fits in the search results.
  - Alternative (alt) text (read aloud by screen readers for the visually impaired) is also a signal to Google about page relevance. Once again, choose relevant images so you can use your keywords in the alt text.
- \* Your other SEO tactics are technical SEO, optimising loading speed and content marketing. Read our blog for more information.