

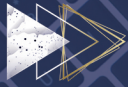


SEO FOR WELLNESS PROFESSIONALS

SEO Check List

SEO TIPS...

1. **Write for people first.** Always write for people first. Don't let SEO make your content weird. Write for people first, and search engines second. (Just don't forget the search engines!).
2. **You don't have to do everything on the checklist, every time.** The style of your post might not lend to doing everything on the list. That's ok! If you use most of the checklist most of the time you will see results.
3. **Be flexible with the keywords you choose.** Sometimes the most exciting keywords are hard to use in natural writing. Just do the best you can with each page and post.
4. **Use local keywords for local pages.** Are you optimizing a services page for a local area? Make sure you include your location! For example: "Acupuncture Portland, OR", think about all locations that relate to you as opportunities.
5. **Consider the mindset of the searcher.** Key phrases that include words like "treatment", "doctor", "online", "therapy", "course", the name of your profession or a local area imply that they are ready for action. These are more competitive in general and more valuable if you are selling that service.
6. **Nothing is set in stone.** Your content is changeable. You can optimize old content! You can improve your services pages if they are not working for you. Every post or page is a new opportunity for SEO.



SEO CHECKLIST



Choose a Unique Keyword/Key Phrase

Choose a different key phrase for every post & page on your website.



Page Title

Super compelling, tell them what they will get! Include your keywords.



Link / Slug / Permalink

Include your keywords!



First & Last Paragraph of Text

Include keywords in your introduction and conclusion if possible.



Subheadings

Use Heading tags (usually 2 or 3) for subheadings. Include keywords.



Paragraph Text

Use keywords where it makes sense.



Image “Alt Text”

Label images with “Alternative Text”, include keywords & description.



Meta Description

70-155 characters, make it compelling and include your keywords.



Categories / Tags

Create core categories for your blog posts, & use tags too!



Internal & External Links

Link to relevant pages with keywords in the link text.