

# SEO CHEAT SHEET



## Site architecture.

Using your heading tags properly. If you are using a Brandify = Wix Kit website template, I already did this for you!



## Image optimization

Make sure your images are optimized to quickly load. - Wix does this for you! Yay!



## Use Key Words & Phrases

Google searches for keywords that match the user's inquiry question and the copy on your website. So, it's important to use keywords, in a natural way, throughout all the copy on your site.



## Long-form content

Since Google is looking for the most keyword matches, it's best to write blog posts that are 1500-3000 words. The more keywords the better!



## Update your content regularly.

Google prefers websites that are updated frequently. So, writing blog posts is a great way to keep your content fresh.



## Image Descriptions and Alt Text

When you upload your images, immediately add key word rich descriptions and alt-text



## How much time people spend on your site.

The longer people spend on your site tells Google that you have really interesting, valuable content, so you will rank higher. A great way to keep eyes on your site is by hosting your course platform on your site!



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