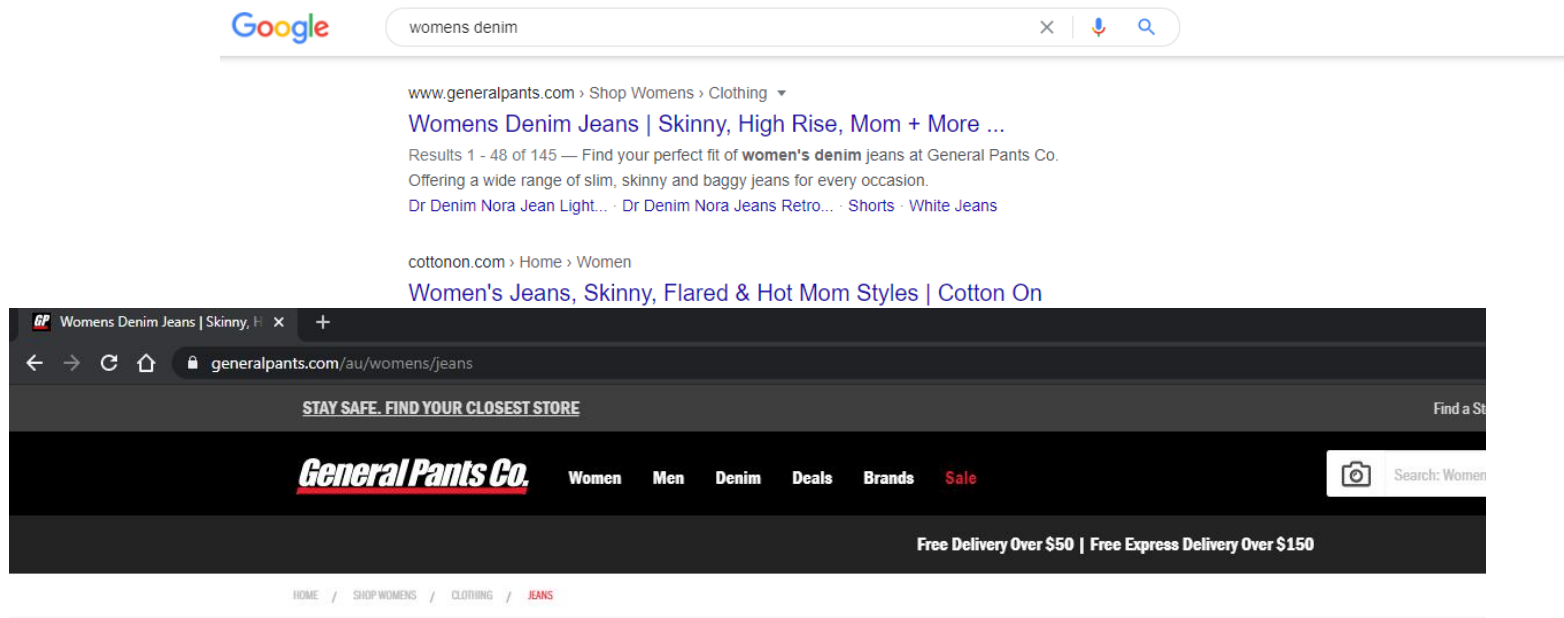


BRIGHTEDGE

# 02 OPTIMIZING CONTENT

BRIGHTEDGE CONFIDENTIAL

# ON-PAGE OPTIMIZATION: TITLE TAGS



**Why is it important?**  
Title is the most important on-page ranking factor and is the main text that describes an online document.

## What it looks like in the source code:

```
<title>Womens Denim Jeans | Skinny, High Rise, Mom + More | General Pants Co.</title>
```

## Recommendation

- Use rich keyword phrases that best describe the web page
- Make them unique for each page and use a strong CTA (Call to Action) based on buyer intent
- Titles should be between 30 and 65 characters.

# ON-PAGE OPTIMIZATION: HEADER TAGS

\$90

Bobby Baggy Dad Jeans Island Blue  
\$110

Callee Classic Mom Jeans Ecru White  
\$90

Original Straight Jeans Sunbleach Wt  
\$160

## WOMEN'S JEANS

Shop online at General Pants for a versatile range of women's denim jeans that work with all body types, suit any occasion and can be worn through every season. From 70s-inspired flare jeans, certainly not for the faint hearted, and classic skinny jeans, which stay tight from the thigh to the ankle and elongate the legs, to mom jeans, which sit high on the waist then taper to a slim wide leg jeans, which are the ultimate in relaxed styling, you're bound to find the perfect fit. Check out our [Denim Fit Guide](#) for help to find the perfect fit for you.

Along with the classic [skinny](#) and [straight leg jeans](#), we can't get enough of the more trend-driven styles. This includes [mom jeans](#), with a high rise, tight silhouette through the waist and slim the leg to the ankle. This popular style comes in a range of trend-driven washes, including the super popular 90s influenced light [blue](#) stonewash as well as intricate detail. Pair back with a [graphic t-shirt](#), cord [jacket](#) and [Dr Martens](#) boots for a seasonal look.

[Wide leg jeans](#) are the biggest silhouette of the season. These jeans are wearing and comfortable yet right on trend. Whether cropped or full length, with a raw cut hem or tailored, this style of options.

[Flare jeans](#) are another one to watch. The retro-inspired full flare, which tapers out from the knee is not for the faint hearted, while the more subtle kick flare offers a sophisticated look.

We have plenty of options from [Ksubi](#), [Insight](#), [Rolla's](#) and [more](#).

## What is it?

On-page HTML tags are located within the body copy that identify the most important text on the page. The H1 is the headline of the page. There are 6 header tags, ranging from H1 (the most important) to H6 (least important).

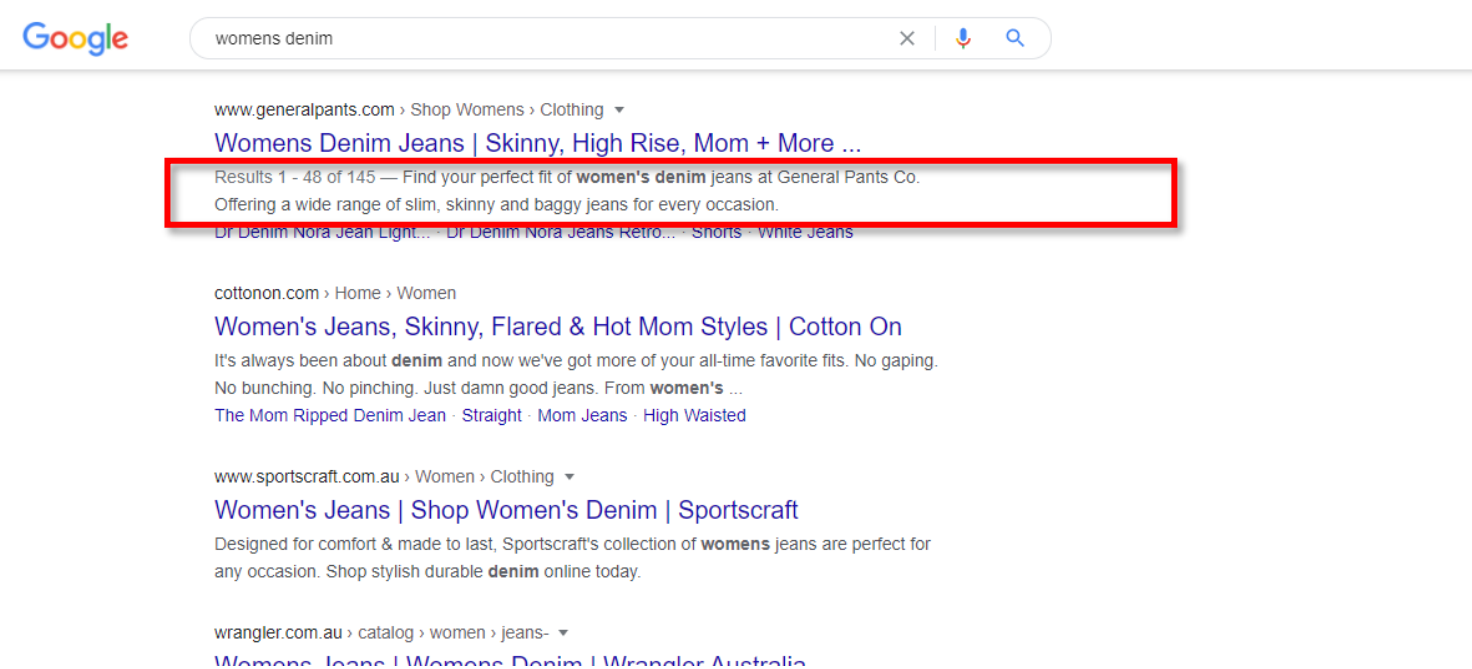
## What it looks like in the source code:

```
<h1>Women 's  Jeans</h1>
```

## Recommendation

- Use H1 only once per page
- Make sure the H1 is keyword rich and unique
- You can use H2 and H3 tags multiple times, but keep them unique from page to page
- Keep header tags in order

# ON-PAGE OPTIMIZATION: META DESCRIPTION



## What is it?

A description of what your web page is about. It will also show up as the page summary on the SERP.

## Why is it important?

An engaging and descriptive meta description will attract more clicks when your pages shows up in search results. Think of it as a mini ad.

## Recommendation

- Include strong call-to-actions
- Make sure keyword is included early in the first line
- Make them unique for each page
- Keep them between 70 – 160 characters long

# ON-PAGE OPTIMIZATION: IMAGE ALT-TEXT

SEO Email Marketing-Precision  
Targeting for the Customer  
Funnel



Mark Aspillera

As marketing moves into more and more personalization, [email marketing](#) has taken on renewed importance. Its potential for personalized messaging is high, as brands can segment email lists and send targeted content to prospective and existing customers based on who they are and where they are in the sales funnel. Personalized emails can foster transaction rates that are [6 times higher](#) than non-personalized alternatives.



Email lists work best when used in conjunction with other types of marketing to foster growth throughout the sales funnel. As brands develop their marketing strategies for the sales funnel, they can use their analysis of where customers are and the types of content they want to see

## What is it?

Alt-text helps search engines understand the meaning of images because they can't see, they can only read HTML source code.

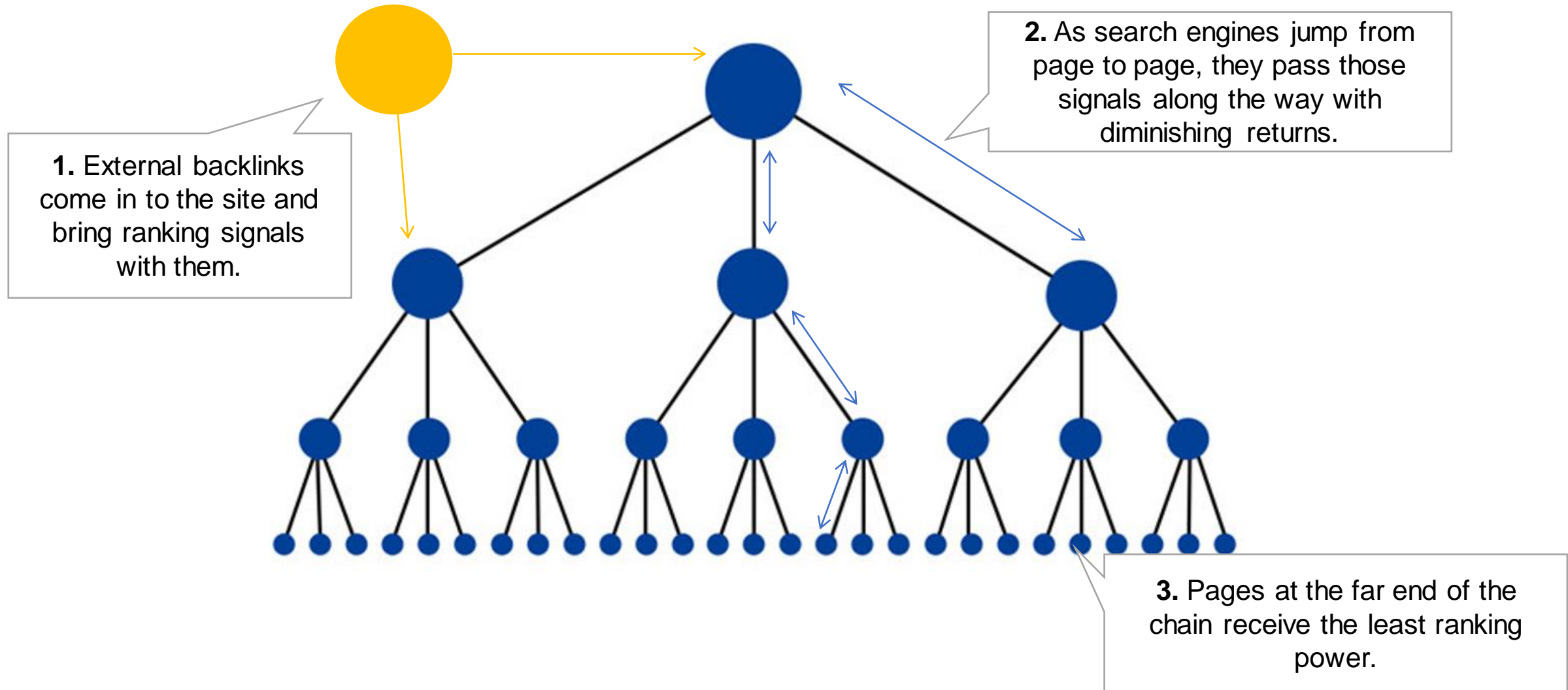
Optimizing images with alt-text helps give search engines additional signals about the page. Also, optimized images can lead to additional organic traffic through image search results.

## What it looks like in the source code:

```
Keyword Reporting</a>
```

```
<a href="https://www.brightedge.com/products/s3/keyword-reporting">Keyword Reporting</a>
```

# INTERNAL LINKS DRIVE EQUITY TOWARDS YOUR MOST IMPORTANT PAGES





# OFF PAGE OPTIMIZATION - BACKLINKS

**Backlinks** are links to your site from an external site. A backlink is equivalent to receiving a vote of confidence, showing search engines that you are a trusted source of information.

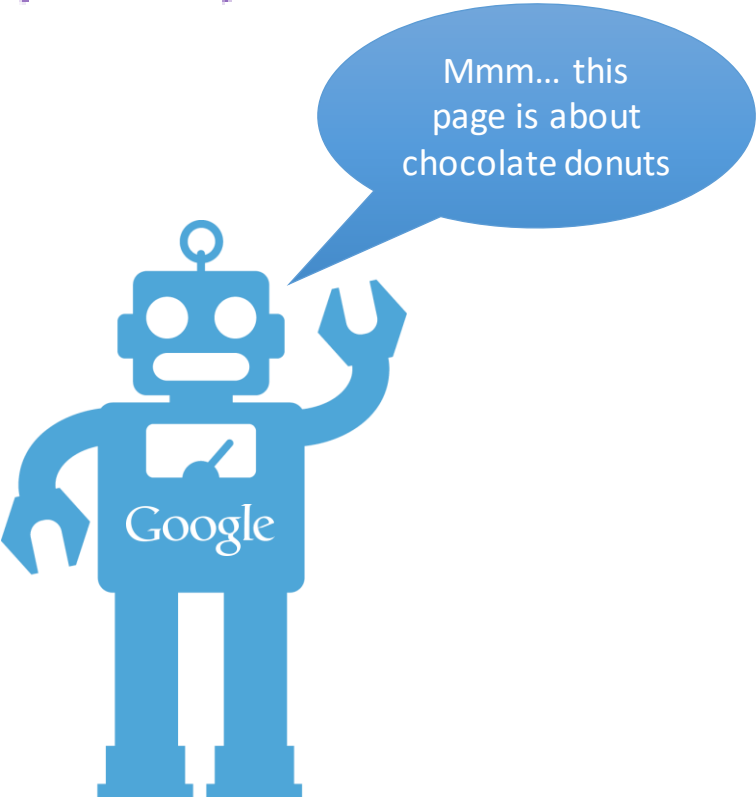




# EXAMPLE OF A WELL OPTIMIZED PAGE

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.



### H1 Headline:

Chocolate Donuts from Mary's Bakery

Image Filename:  
chocolate-donuts.jpg

Photo of Donuts  
(with Alt Attribute):  
Chocolate Donuts

Body Text: \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

\_\_\_\_\_ donuts \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

\_\_\_\_\_ donuts \_\_\_\_\_

chocolate \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

\_\_\_\_\_ chocolate \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

# BRIGHTEDGE RECOMMENDATIONS SECTION:

## Provides best practices for TITLE, H1, Meta

## Descriptions

Click Quick Nav from KW Reporting

Keyword Reporting  
View SEO performance for your keywords including search rankings, universal results, search volume,

### Keyword Details

All Keywords Ranked on... Moved into... Dropped out of... Change

Page 1

Week of Nov 03, 2019 (compared to Week of Oct 27, 2019) Select Different

Keyword Search Search Columns

Selected Keywords

Keyword	Monthly Search Volume	Blended Rank Nov 03, 2019
womens travel clothes	9,900	7
See keyword details	9,900	8
Research in Data Cube	9,900	10
Review Recommendations	9,900	10
See Top 10 Ranking Pages	1,600	9
	1,600	16
	1,300	2
mens travel clothes	1,300	5
mens travel clothing	1,300	5

### Recommendations: Details

Recommendations  
Act on prescriptive SEO recommendations to improve organic visibility for targeted keywords

All Keywords > womens travel clothes

Keyword: womens travel clothes

Page: https://www.exofficio.com/womens/

View Keyword Ranking

View All (4) Optimize My Page Content Opportunities External & Internal Links Increase Social Engagement See Top 10 Ranking Pages

View competitive comparison: Overview Details Gaps & Opportunities Export to CSV

My Page

	https://www.travelsmith...	https://www.travelandlei...	
Google US (S) Rank	6	1	2
Page Authority	37	36	31
Page Title	Women's Travel Clothes	Women's   Travel Smith	The Best Travel Clothes for Women and Men   Travel + Leisure
Meta Description	Shop women's travel clothes. ExOfficio has quality travel, insect repellent, and uv sun protective clothing for all your outdoor adventure needs. ExOfficio	Shop TravelSmith for the finest assortment of women's clothing, where each piece is designed to make dressing and travel as easy, comfortable and versatile as possible.	See the brands we trust for a packable, comfortable travel wardrobe — whether you need a technical set for hiking or a stain-resistant outfit for an
H1 Tag	<h1>Women</h1>	<h1>Women's</h1>	<h1>These 19 Brands Make the Best Travel Clothes for Women and Men</h1>

### Recommendations: Gaps & Opportunities

Recommendations  
Act on prescriptive SEO recommendations to improve organic visibility for targeted keywords

All Keywords > womens travel clothes

Keyword: womens travel clothes

Page: https://www.exofficio.com/womens/

View Keyword Ranking

View All (4) Optimize My Page Content Opportunities External & Internal Links Increase Social Engagement See Top 10 Ranking Pages

View competitive comparison: Overview Details Gaps & Opportunities

Ranking Factor	Your Page vs. Top 10 Ranking Pages on Google US (S)
Keyword in Title	Keyword NOT in title. Opportunity, none of the top 10 have keyword in title.
Keyword in Meta Description	Keyword NOT in meta description. None of the top 10 have keyword in meta description.
Keyword in H1 tag	Keyword NOT in H1. Opportunity, none of the top 10 have keyword in H1.
Keyword in Image Alt Text	Keyword NOT in Image Alt Text. Opportunity, none of the top 10 have keyword in Image Alt Text.
# of Times Keyword Appears in Body Text	0 appearances. Average number of appearances for the top 10 is 0.