

The Right Words in the Right Places

By Ross Jones



```
1 <!DOCTYPE HTML>
2 <html>
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
5 <meta name="description" content="iMarketingClass helps you learn internet marketing from experts who know how to help you get found!">
6 <title>Learn Internet Marketing From the Experts at iMarketingClass!</title>
7
8
```

Meta Description
(highlighted in search results)

Page File Name

Page Headline

Page Title

Inside Body Content

Image File Name: learn-internet-marketing.jpg
Image Alt Attribute: Learn Internet Marketing

Video File Name:
learn-internet-marketing.avi

Bold/Italicized Text

Rich Media
(encourage longer view of the page)

Links to Related Info
(reduce visitor bounce rate)

Social Share Buttons
(social shares are an important signal)

Waste of time: Meta keywords

Can get you in trouble: Too many ads, low quality content