



Psalm 118:24 "This is the day which the Lord hath made; we will rejoice and be glad in it."

All About Your H1 Headlines & Title Tags

Headlines & title tags are the lifelines to your readers. They grab attention, build trust, and help time-pressed consumers focus on the stories they care most about.

***Title Tag:** These are the blue links that appear on the search engine results page.

Headline (H1): These are the top-level header HTML tags. On most websites, the headline is coded in an H1 tag.

seo best practices

May 14, 2021 — 12 **SEO Best Practices** That Everyone Should Follow · 1. Use HT
Make sure your pages load fast · 3. Target a topic with 'search traffic ...

<https://www.impactplus.com/blog/seo-best-practices...>

9 SEO Best Practices for Stronger Organic Traffic in 2022
Nov 18, 2021 — Improve your search engine optimization with these **SEO best pra**
Develop content based on target keyword research · Use effective titles ...

<https://www.orbitmedia.com/blog/>

SEO Best Practices - On-Page SEO Checklist - Orbit Media
SEO Best Practices · On-Page SEO Checklist · Your title tag should be written like
Primary Keyword – Secondary Keyword | Brand Name · Write compelling meta ...

<https://developers.google.com/documentation>

SEO Starter Guide: The Basics | Google Search Central
Let Google see your page the same way a user does · Create unique, accurate pag
Control your title links and snippets in search results · Use the meta ...

Spectrum Net Designs Web Development · Marketing ·

Google Analytics
Anywhere. Anytime.

Breaking Down Google Analytics Data and What It Means

Google Analytics provides powerful insights about your website's users. But understanding isn't all that strai
forward for beginners and that's why we're here! Let's talk about what Google Analytics is, what it does, and
wonderful reports that can tell you about your website visitors.

What is Google Analytics

Google Analytics is a free tracking tool offered by Google and it provides insight on the visitors that come t
website. You are capable of seeing the number of visitors on your site in real time, where they are coming f
even which device they are accessing your site on, and so much more.

What Does Google Analytics Do?

Sites typically use the same text for the H1 and the Title Tag on an article or

blog post. However, it is important to keep in mind that these are two different things that are controlled in two different places on a page.

The H1 of your content should contain keywords and formatting that help you rank higher on search engines; title tags are what get potential readers from the results page to your site. Remember to not keyword stuff your H1 or title tag in hopes to boost your rankings, you're more than likely to chase away your audience by obvious stuffing or too aggressive about the topic.

That being said, it's important when writing your SEO headlines that you write them for both your audience and the search engines.



First: Keep Character Count in Mind: The visibility of your title tag on search engines is limited to 50-60 characters, so keep that in mind when creating your SEO headline. You are not only ensuring that the search engine users can see the whole topic from their result pages, but you're also demonstrating to readers that you're aware and taking action toward their ease of access.

Second: Avoid Keyword Stuffing: Even though it might seem like a good idea to include your keyword or keyword phrase in your SEO headline multiple times, and it would help your rankings, you're more likely to irritate or turn your audience away by doing so.

Third: Be Concise & Clear: This is another important step when creating your SEO headline. Use the below questions to help determine whether your title tag is clear and "user friendly" enough for your audience.

Questions to ask your self when writing a clear SEO Headline

- Is my keyword somewhere within the first or last three words of my headline?
- Would a 10 year old be able to understand what my headline is saying?
- Is my headline longer than 90 characters?
- Are there grammar errors in my headline?
- Am I using unnecessary big words?

Fourth: Use Attention-Grabbing vocabulary: There is no need to use big fancy words for your SEO headline to impress or capture your audience's attention- you just have to use words that will resonate with them and solve their problems. Words like: Boost, Easy, Free, Important, Limited

Fifth: Ensure Consistency Between Your Title Tag & Content: Make sure that your SEO headline matches what you cover in your content. If your title tag does not match what they are about to read, you risk losing the trust of potential customers and will increase your bounce rate significantly.

We hope this insight helps you when you are crafting your next SEO headline. If you struggle with SEO and what it entails, feel free to reach out to us for a FREE AUDIT or casual conversation to see if we can help with any of your marketing needs!

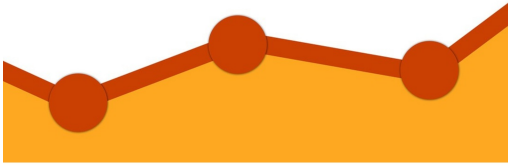
Our SEO
Services

Contact Us

In Case You Missed It!

Google Analytics

Anywhere. Anytime.



Breaking Down Google Analytics Data and What It Means

[Google Analytics](#) provides powerful insights about your website's users. But understanding isn't all that straight forward for beginners and that's why we're here! Let's talk about what Google Analytics is, what it does, and what all wonderful reports that can tell you about your website visitors.

[Read More](#)



How to Optimize for Voice Search

Voice search had made its appearance into the mainstream in 2011 with the launch of Apple's Siri on the iPhone 4. In 2015, the Amazon Echo became one of the first established smart home devices. From there on, several competitors entered the voice search market.

[Read More](#)



www.spectrumnetdesigns.com | 866-773-2638 | info@spectrumnetdesigns.com