Content & Page or Post optimization

Note: Content Always follows E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness)

- Focus Keyword use in the URL
- Focus Keyword in the SEO Title
- Focus Keyword use inside SEO Meta Description
- Focus Keyword appears in the first paragraph of the content
- Focus Keyword in the content
- Content will be up to 2000 words long as per demand
- Use Focus Keywords in Sub-Heading
- Use the internal link [DoFollow] up to 2-3
- Use External link [NoFollow] in content up to 1-2

   Keep in mind:
   - Never give backlinks to your competitors. (Same niche)
   - Never give backlinks to similar posts
   - Never give backlinks on main keywords

   How to give an external link:
   - Always give nofollow backlinks
   - Always try to give one backlink or a maximum is 3. (1-3)
   - Big & Relevant site
   - Popular site
   - Trustworthy site
   - Link to some study or research
   - Link to authentic data sources

- SEO title will be positive or a negative sentiment (if possible)
- **Use Call to Action** in the meta description. Like - Read more…, Buy Now, Learn more or download now... "Depends on user search intention".
- ***Readability:*** Use bullet points, numbered lists, categories, sections, headings and subheadings to organise your text. Be sure to write in an understandable, clear, and brief manner. Always remember "Quality over Quantity"
- Use a minimum of one image or Video.

Image optimization:

Create table:-
- **File name:** The name of the media file
- **File type:** Type of media file
- **File size:** The file size of the media file
- **Artist:** Singer, composer or producer of this media.
- **Album:** Album title that includes this media.
- **Uploaded on** – The date when the media file was uploaded
- **Uploaded by** – an author who uploaded the Media. *(As per need)*

Details:-
- **Dimensions:** (Image files only) The dimensions of image media. *(if required)*
- **Caption:** A brief explanation of the media.
- **Description:** An explanation of this particular media.
- **File URL:** Read-only display of a direct link to the media file. *(if required)*
- **Alt Text**: The alt text for the image, e.g. "APJ Abdul Kalam" to describe the image. Used for accessibility.
- **File URL:** (Download button) Read-only display of a direct link to the media file.
- **Copy URL to clipboard:** Click to copy the URL of the file into the clipboard.

PDF Optimization

Create table:-
- **File name:** The name of the media file
- **File type:** Type of media file
- **File size:** The file size of the media file
- **Artist:** Singer, composer or producer of this media.
- **Album:** Album title that includes this media.
- **Uploaded on** – The date when the media file was uploaded
- **Uploaded by** – an author who uploaded the Media. *(As per need)*

Details:-
- **Dimensions:** (Image files only) The dimensions of image media. *(if required)*
- **Caption:** A brief explanation of the media.
- **Description:** An explanation of this particular media.
- **File URL:** Read-only display of a direct link to the media file. *(if required)*
- **Copy URL to clipboard:** Click to copy the URL of the file into the clipboard.*(if required)*

MP3 Optimization

Create table:-
- **Create table**: File name, Size, Type, Singer, Writer etc.
- **File name:** The name of the media file
- **File type:** Type of media file
- **File size:** The file size of the media file
- **Artist:** Singer, composer or producer of this media.
- **Album:** Album title that includes this media.
- **Uploaded on** – The date when the media file was uploaded
- **Uploaded by** – an author who uploaded the Media.

Details:-
- **Dimensions:** (Image files only) The dimensions of image media. *(if required)*
- **Caption:** A brief explanation of the media.
- **Description:** An explanation of this particular media.
- **File URL:** Read-only display of a direct link to the media file. *(if required)*
- **Copy URL to clipboard:** Click to copy the URL of the file into the clipboard.*(if required)*