The Well Dressed Web Page

Optimization for User Experience & SEO



A Webpage's Wardrobe

- Content
- Images
- Metadata

Twenty Twelve

Your favorite WordPress theme, updated and polished for 2012.

SAMPLE PAGE FULL WIDTH DAYTRIPS WRITING MUSE

Welcome to our website

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. His many legs, pitifully thin compared with the size of the rest of him.



MEET THE TEAM



One morning, when Gregor Samsa woke from troubled dreams. he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly. I should be incapable of drawing a sin-

gle stroke. His many legs, pitifully thin compared with the size of the rest of him. I gie stroke. His many legs, pitihully thin compared with the size of the rest of him. I

RECENT POSTS

- · Solace of a lonely highway
- · Write with purpose
- Tree on a lake
- · Don't stop questioning
- . DOUT 2000 ducaboning
 - * IRECOLABRE
 - · MUSIC WED DILEGIES









Content

- Useful and engaging
- 150+ words
- Anchor text
 - onsite
 - offsite
- Easy to share
- Create flows

Lorem Ірѕит

Neque porro quisquem est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit... There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain...

mem

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Generated 5 paragraphs, 405 words, 2743 bytes of Lorem Ipsum







Images

- Pictures
- Videos
- Banners
- Ads
- Sliders

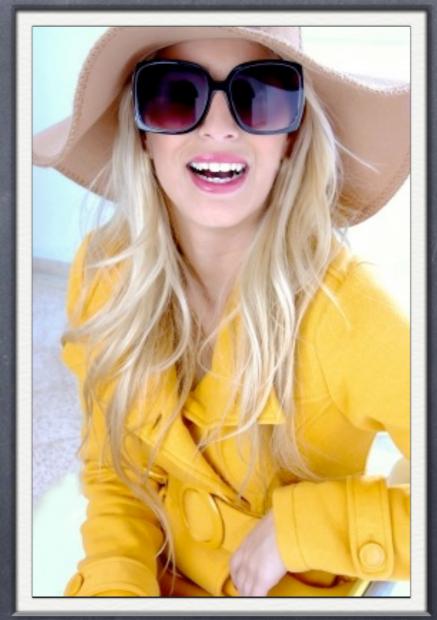
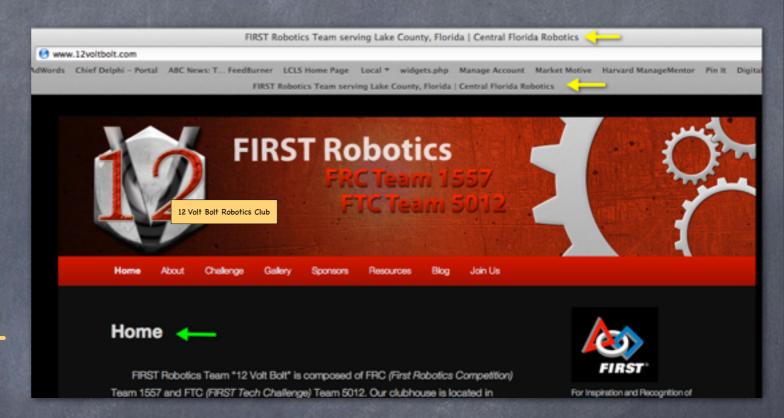


Image courtesy of imagerymajestic at FreeDigitalPhotos.net



On Page Metadata

- Title Tag
 - 60-80 characters
- Meta Description
 - <155 characters</p>
- Image alt image text
- Meta Keywords
- Heading Tags
 - <H1>, <H2>...<H6>



12 Volt Bolt

www.12voltbolt.com/ -

FIRST Robotics Teams FRC 1157 & FTC 5012 - 12 Volt Bolt - serving Lake County, Florida located in Central Florida including towns of Eustis, Mt. Dora, ...



Structured Metadata

- Data Highlighter
- Schema.org
- Facebook Open Graph
- Twitter Cards

WordCamp Orlando 2013 | November 16th & 17th

orlando.wordcamp.org/ -

November 16th & 17th. Love WordPress? Come be part of the biggest WordPress event in the history of Orlando! Join us for 2 full days of community- driven ...

WordCamp Orlando 2012 Orlando WordCamp 2012 not only sold out, but ended up ...

WordCamp Orlando 2011 The WordCamp Orlando 2011 Stor(ify) · December 6, 2011 by ...

More results from wordcamp.org »

WordCamp Orlando 2012 Writeup | David Laietta



davidlaietta.com/wordcamp-orlando-2012-writeup/ -

by David Laietta - in 98 Google+ circles

Dec 10, 2012 - I was one of the lead organizers of WordCamp Orlando, which was held on 1 December 2012. We ran a full day of WordPress developer

Autumn Pumpkin Pie Recipe - Southern Food - About.com



southernfood.about.com > ... > Pumpkins * **** Rating: 5 - 10 reviews - 50 mins

This mouthwatering pumpkin pie is perfectly flavored with ginger, cinnamon, and a pinch of nutmeg. Bake this fabulous pumpkin pie for your Thanksgiving feast, ...

More by Diana Rattray



Matt Mullenweg

Matthew Charles "Matt" Mullenweg is an American online social media entrepreneur, web developer and musician living in San Francisco, California, Wkipedia

Born: January 11, 1984 (age 29), Houston, TX Education: University of Houston

People also search for













Keyword Placement

- URLs (www.rootdomain.com/keyword)
- Meta description
- Title Tag <title>
- Page Headings <H1>, <H2>, etc.
- Body Text
- Bold and/or Italic Text
- Anchor Text (links)





Fashion Check

- Get Opinions
- Verify Multi-Device Readiness
- Page Speed
- Monitor Results
 - Google Analytics
 - Google Webmaster Tools
 - Bing Webmaster Tools
- A/B Test





Example

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

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 Body Text: ____ Image Filename: _chocolate donuts___ chocolate-donuts.jpg _donuts_ Photo of Donuts (with Alt Attribute): Chocolate Donuts chocolate donuts_ _donuts__ chocolate ____chocolate donuts__ _chocolate_ chocolate donuts

Page URL: http://marysbakery.com/chocolate-donuts

courtesy of Moz.com

Example

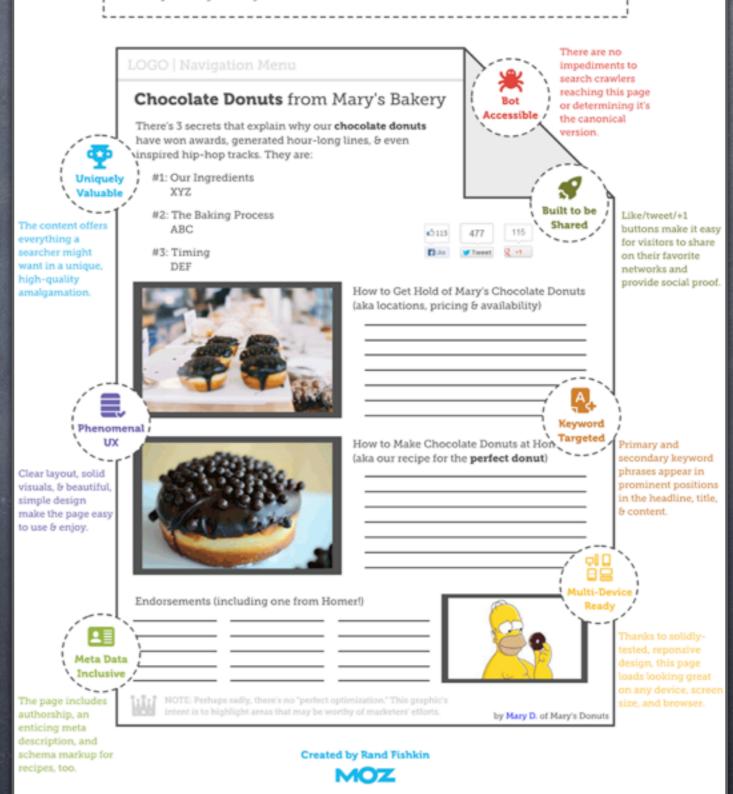
The "Perfectly Optimized" Page

-Title & Meta Elements -----

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times ϑ locations for availability, and learn how to make your own donuts at home.

URL: http://marysbakery.com/chocolate-donuts



The Well Dressed Landing Page



NerdsGeeksGurus.com

Home | Link | Link

Attention Grabbing Title That Looks Good

Descriptive Keyword Rich Sub-Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel adipiscing nisl. Morbi rhoncus augue erat, eget ornare metus bibendum non. Morbi at imperdiet tellus, et euismod massa. Morbi iaculis nisi a augue placerat, in cursus arcu malesuada. In hac habitasse platea dictumst. Aenean fringilla elementum lorem. Maecenas varius nunc velit, at volutpat nisi condimentum sit amet. Proin congue orci a mauris dapibus, sed ullamcorper tortor pretium. Nullam ornare diam a faucibus mattis.

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Call to Action!

Click Now!

Why Us?

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More Info

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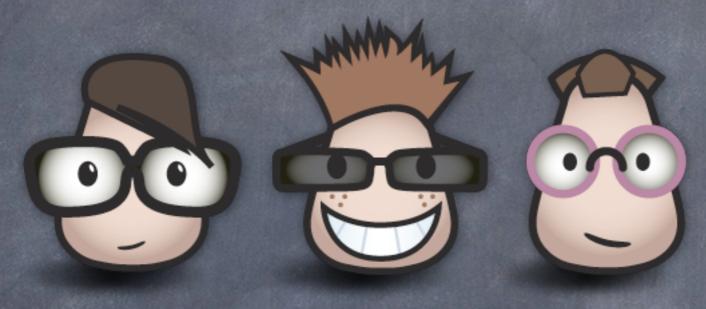
The Mall

- Plug-ins
 - Ultimate SEO
 - WordPress SEO by Yoast
 - All in One SEO
 - Google Analytics for WordPress
 - All In One Schema.org Rich Snippets
 - WP Total Cache
 - WP Super Cache
 - Slick Social Share Buttons
 - Simple Share Buttons
- Tools
 - Screaming Frog to check metadata
 - Google AdWords to help determine keywords
- Resources
 - Moz SEO Cheat Sheet



auestions?





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