

# 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.

[HOME](#) [ABOUT](#) [BLOG](#) [SAMPLE PAGE](#) [FULL WIDTH](#) [DAYTRIPS](#) [WRITING](#) [MUSE](#) [WEB](#)

### 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 single stroke. His many legs, pitifully thin compared with the size of the rest of him, I



Re enjoys' his usual life' but the day he was transformed 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 single stroke. His many legs, pitifully 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](#)

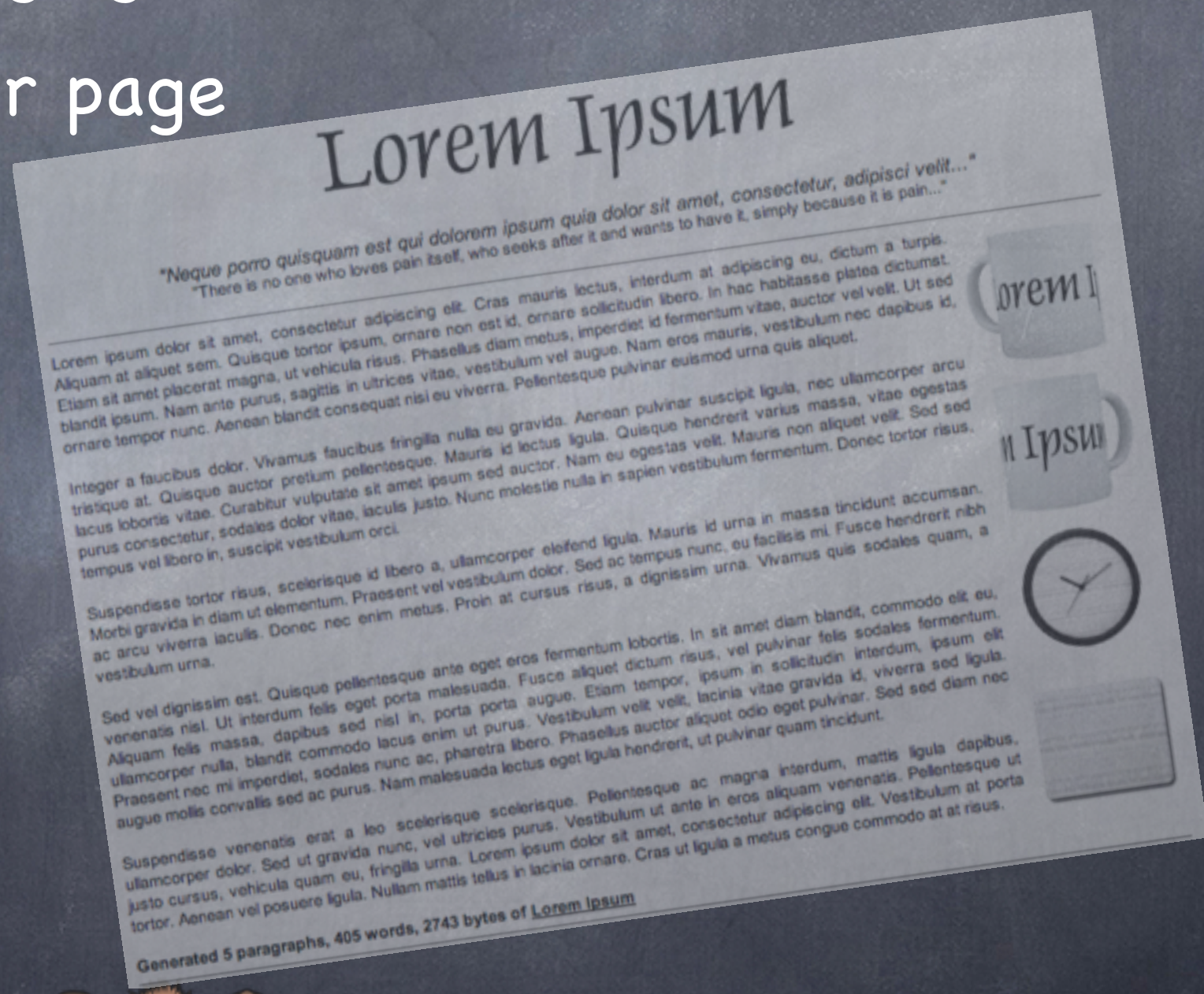
- [How to be a good person](#)
- [How to be a good person](#)
- [How to be a good person](#)
- [How to be a good person](#)





# Content

- Useful and engaging
- 1-3 keywords per page
- 150+ words
- Anchor text
  - onsite
  - offsite
- Easy to share
- Create flows





# Images

- Pictures
- Videos
- Banners
- Ads
- Sliders

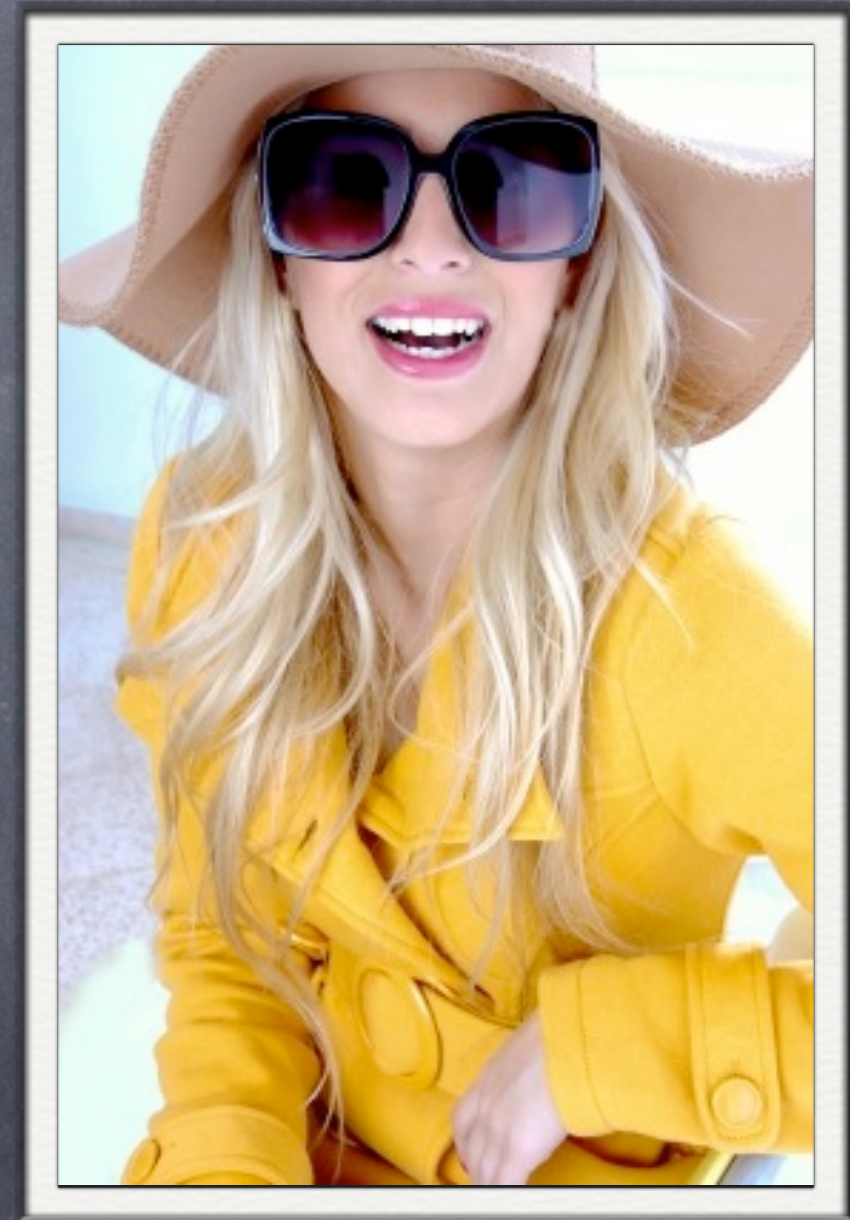


Image courtesy of [imagerymajestic](http://imagerymajestic) at [FreeDigitalPhotos.net](http://FreeDigitalPhotos.net)





# On Page Metadata

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



**12 Volt Bolt**  
[www.12voltbolt.com/](http://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 »](#)

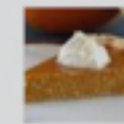
[WordCamp Orlando 2012 Writeup | David Laietta](#)



[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 and ...

[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**

Entrepreneur

Matthew Charles "Matt" Mullenweg is an American online social media entrepreneur, web developer and musician living in San Francisco, California. [Wikipedia](#)

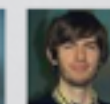
Born: January 11, 1984 (age 29), Houston, TX

Education: [University of Houston](#)

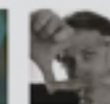
People also search for



Kevin Rose



David Karp



Chad Hurley



Craig Newmark



Marc Andreessen

[Feedback](#) / [More info](#)





# Keyword Placement

- URLs ([www.rootdomain.com/keyword](http://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

Interesting

Fun

Cool!

really?





# 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

**Image Filename:**  
chocolate-donuts.jpg



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

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

chocolate\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

**Page URL:** <http://marysbakery.com/chocolate-donuts>

courtesy of Moz.com



# Example

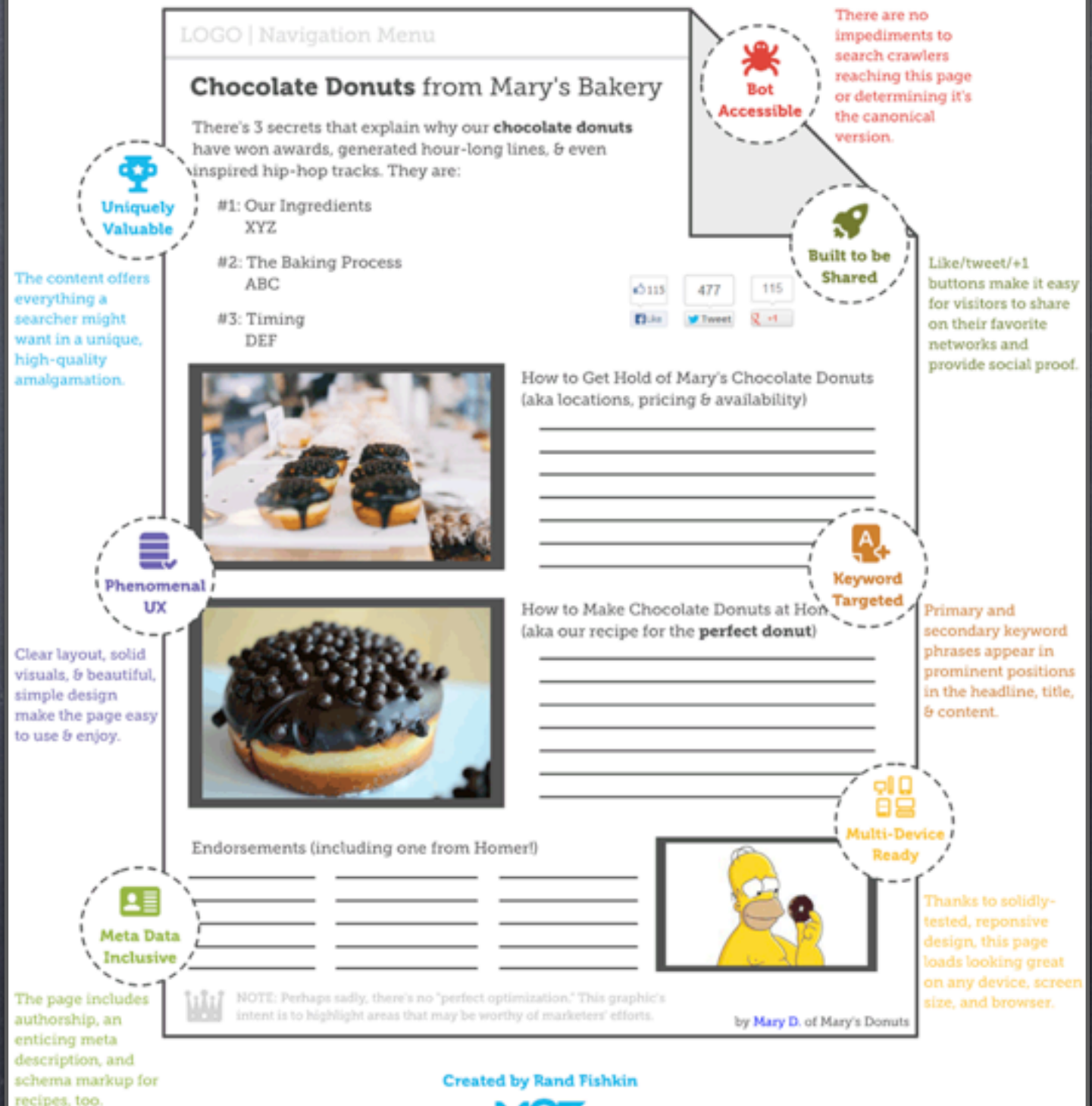
## The "Perfectly Optimized" Page

### 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 & locations for availability, and learn how to make your own donuts at home.

**URL:** <http://marysbakery.com/chocolate-donuts>



Created by Rand Fishkin

MOZ



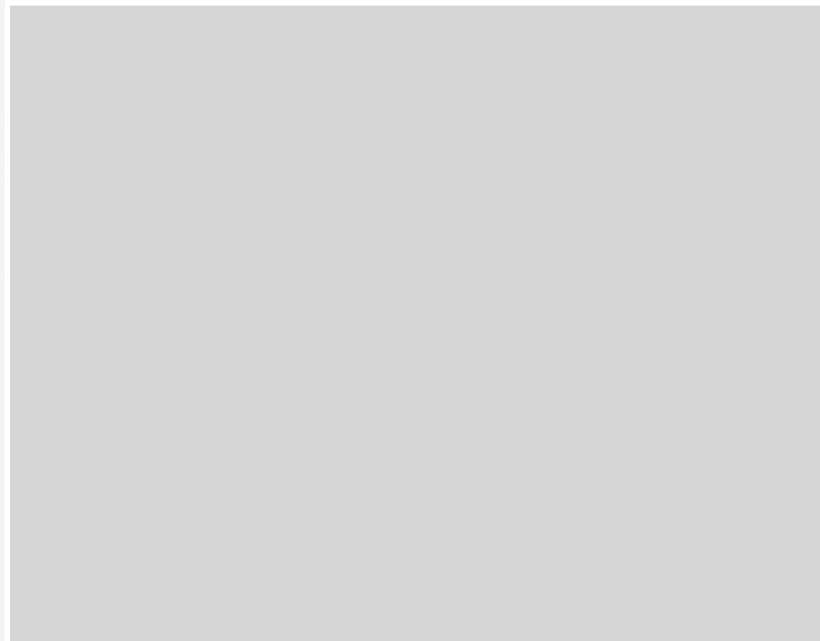
# The Well Dressed Landing Page



NerdsGeeksGurus.com

[Home](#) | [Link](#) | [Link](#)

## Attention Grabbing Title That Looks Good



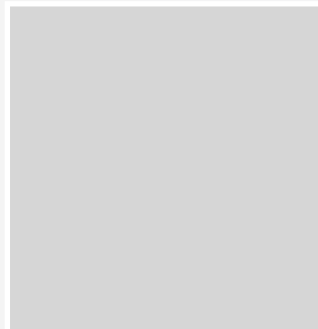
### Descriptive Keyword Rich Sub-Heading

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.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Vivamus tempor neque id elit dictum sollicitudin.
- Suspendisse ut risus ac augue sagittis facilisis.
- Donec id velit eget lorem malesuada mollis at sed nulla.

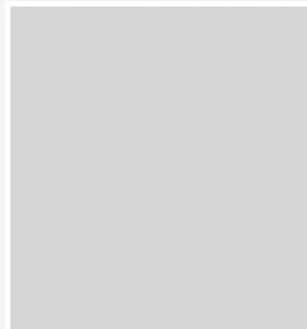
**Call to Action!**

**Click Now!**



### Why Us?

Fusce ultrices metus in tempus euismod. Duis sollicitudin semper sapien, ut ultricies arcu facilisis quis. Duis vitae lorem porttitor, sodales diam at, facilisis libero. Vestibulum eu viverra sapien. Etiam nec magna a lectus accumsan sollicitudin sit amet porttitor risus. In luctus metus vitae tincidunt egestas.



### More Info

Fusce ultrices metus in tempus euismod. Duis sollicitudin semper sapien, ut ultricies arcu facilisis quis. Duis vitae lorem porttitor, sodales diam at, facilisis libero. Vestibulum eu viverra sapien. Etiam nec magna a lectus accumsan sollicitudin sit amet porttitor risus. In luctus metus vitae tincidunt egestas.





# 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

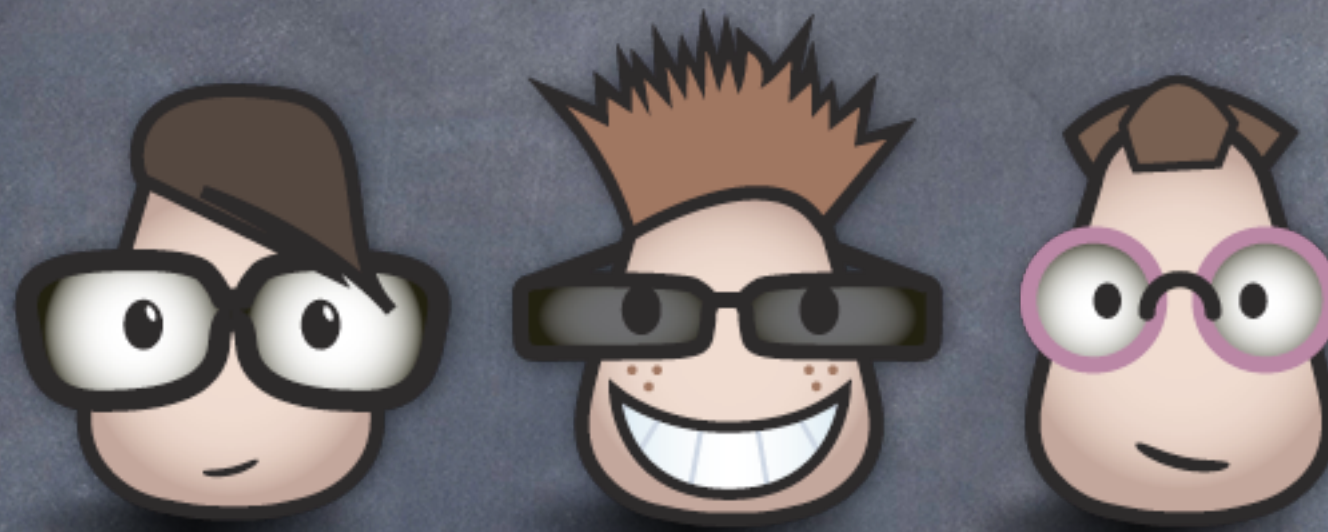




# Questions?







NERDSGEEKSGURUS

<http://NerdsGeeksGurus.com> | Mount Dora, Florida