

How to Optimise a Page

Metadata

- Include keywords in the <head> section of your page. These snippets may appear in search engine results pages. If you are using WordPress add these in your Yoast or other SEO plugin settings for each page or post.
- Meta Title: 65 characters
- Off Grid Living Resource Guide - My Site
- Meta Description: around 160 characters for desktop and 130 for mobile
- Living off the grid can be a challenge but there are more resources than ever to help you get started. Read our guide and access our off-grid living resources.

Headings

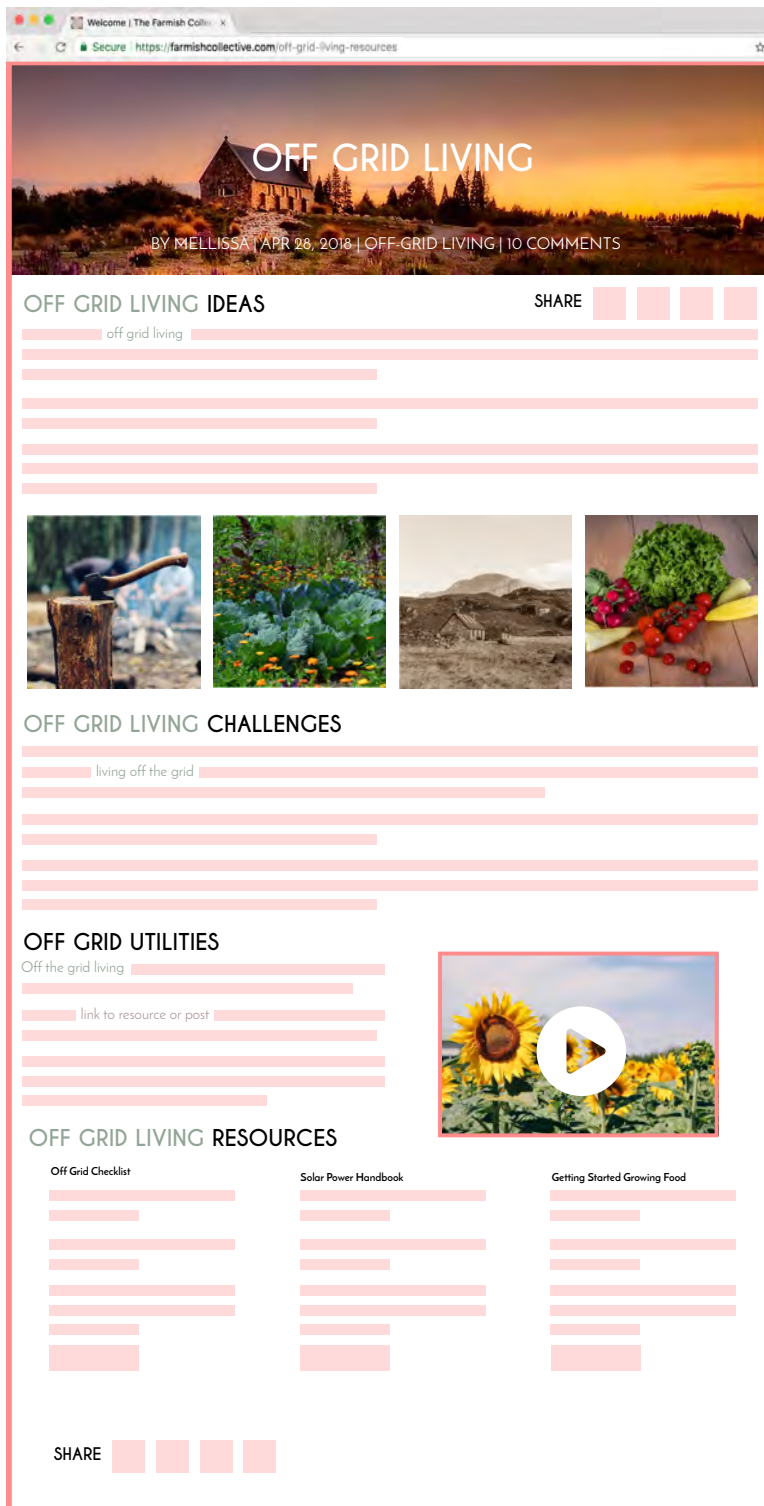
- Add your keyword in headings
- Give your page a good structure:
 - Heading 1 - The Post Title
 - Heading 2
 - Heading 3
 - Heading 2

Content

- Add your keyword in content.
- Use keyword variants instead of repeating your keywords.
- Include keywords at the beginning of paragraphs where natural.
- Write longer content.

Links

- Add links to other posts and pages on your website.
- Add links to other authority pages that your readers will find useful.



URL

- Include your keyword in the URL. Be careful about changing URLs of published pages as this can lead to broken links

Images

- Add alt attributes to your images so search engines know what they're about.
- 1. Off grid heating
- 2. Grow food off grid
- 3. Living off grid
- 4. Living sustainably

Multimedia

- Adding multimedia to your posts helps engage your site visitors, keeping them on your page for longer.

Sharable

- Make your content easy to share!
- Adding share buttons for popular social media sites gives your readers an easy way to share your content with their network.