



Positioning Statement

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Exploit the "Sitting Ducks"

- List the efficient keyword phrases that you'd like to target below.

Keyword Phrases	

Write your 15 to 25-word Positioning Statement

- Include the above phrases into a statement summarizing your Elevator Pitch.

Positioning Statement

Put your Positioning Statement in these places:

- Homepage Display positioning statement on your homepage.
- Meta Tags Include it as your meta tag "site description".
- Home Title Tag Enter a shorter version as your homepage title tag.

Notes

Use your Keyword Phrases regularly

- Run each of your keyword phrases through the Google keyword selector tool.
- Create a page with your targeted keyword phrases at the top in BOLD.
- Pick other related keywords you like and include them on the same page.
- Print the page and post it on the wall beside your computer screen.
- Every time you produce new website content, reference your keyword sheet.
- Get in the habit of using keywords (particularly targeted keywords) regularly.

Write a keyword-rich Title Tag

- The title tag is limited to 65 characters and shows up on the SERP.
- It describes the page to the search engine user. Every page can have one.

Title Tag