



# Top SEO Factors

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## Factor #1: Keyword Use in Title Tags

- The title tag is limited to 65 characters. Shows up as the title in SERP.

Notes

## Factor #2: Keyword Use in Body Text

- Try to maximize the use of keywords in your body text content.

Notes

## Factor #3: Relationship of Body Text to Keywords

- They keywords in your title tag should match the keywords in your content.

Notes

## Factor #4: Keyword Use in H1 Tags

- Include the same keywords in your on-page title, also known as the H1 tag.

Notes

## Factor #5: Keyword Use in Domain Name

- Keywords in your domain name (matching character sequence) contribute too.

Notes

## Factor #6: Keyword Use in Page URL

- Make sure your URL format includes the keywords in your H1 tag (page title).

Notes

## Factor #7: Keyword Use in H2, H3 & H4 Tags

- Maximize the use of keywords in all your on-page titles and headings.

Notes