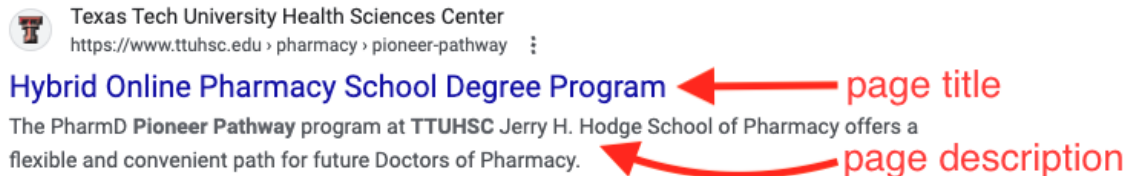


Appendix C - TTUHSC Website – Content and SEO Cheat Sheet (Updated 09/2024)

PAGE

- **Description** – Your page description should contain at least one keyword and should tell the reader “What is this page offering?” and “Why should I visit this page?”. The page description is visible in the results of search engines, but not visible to the user on the page. **160 characters or less.**



- **File name** - The name of your file (page) should contain at least one keyword. Use hyphens to separate words or names.
- **Title** - The title of your page should contain your most important keywords. The page title is automatically used for your H1 and should help your reader understand what the page is about. **60 characters or less.**
- **Keywords** - Words and phrases that internet users may use to search for your type of content.

CONTENT

Heading Tags

Sample page: <https://www.ttuhsu.edu/pharmacy/pioneer-pathway/default.aspx>

- Heading tags are tags that are used for the creation of headings and to call out specific sections. the <h1>
 - The most important tag is the heading tag, and this will default to the title of your page. There should only be one H1 tag per page.
 - Heading tags have a top-down hierarchy from <h1> to <h6>.
- Section Title H1
- Section Title H2** All headers in order of their appearance in HTML.
- Section Title H3
-
- Section Title H4 <H1> Hybrid Online Pharmacy School Degree Program
- Section Title H5 <H2> Begin Your Doctor of Pharmacy Degree Online
- Section Title H6 <H3> Unique Program Features Pharmacy Classes Online
- <H3> Hybrid Program Offers Unmatched Pharmacy School Experience
- <H2> Quick Links
- <H2> Contact

Copy

- Visitors typically read only 28% of the words on a page during an average visit. Don't overload your page.
- Keywords in content are beneficial to search engine ranking if the keywords fit NATURALLY into your content.
- Content should be high quality, relevant to the website, fresh and to the point (crisp and short).
 - **Minimum 300-500 words | Goal 1,000 – 2,500 words | Maximum 4,000 words**
- Using 2-5 links on the page (internal or external) can help your search engine ranking.

Images

- **File Size** – Image file size will affect page load time. **The preferred image file size is 50KB to 500KB.**
- **Alt Text** - Search engines can't crawl images, but they can read an image's alt text. Image alt text is a description of the image so that crawlers and screen readers can understand what it's about. Be as descriptive as possible, utilizing the most relevant keyword. Alt text is required for all images in Modern Campus.
- **Format** – Horizontal, standard rectangular units (like 400×300px) scale well for mobile and widescreen desktops.