**SEO Optimization Guide**

**Top Five SEO Necessities Before You Post:**

1. Is the keyword in your title? (The earlier the better!)
2. Is the keyword in the first paragraph? Or very early in the post?
3. Is the keyword hyperlinked to a relevant solution/product page?
4. Are your images optimized? Did you save them with the keyword in the name?
5. Is your post between 1000-1500 words? (Or at least close?)

**Blogs:**

Title:

* Please craft a unique and attention grabbing title. Please don’t rehash any existing titles!
* Don’t force the keyword, but if it could be in the title, that’s a major SEO boosting factor
* Keywords do best when they are at the front of the headline
* Shorter is nicer

Keywords/SEO:

* Use keyword no more than three times in entire post if blog post is less than 500 words; if the blog post is 500-1000 words use the keyword no more than five times
* Do not make the blog post focused on the keyword. It does not have to be the topic of the entire post. If writers know this and deeply understand this, our blog will be filled with more creative, new and substantial content.
* Don’t force the keyword
* Primary and secondary keywords should be used throughout the piece, especially in the first two paragraphs (preferably the first)
* Primary and secondary keywords should be anchor text (text you hyperlink to other related pages on the site) linking to relevant lead gen content on our website that we’re trying to increase in the rankings
* Keywords are awesome in the headers and sub-headers
* We’ll provide links to relevant parts of the website. Please link the target keyword with that link somewhere in the post.
* Have the post be over 450 words whenever possible, as blog posts that are over 1500 words have a higher chance of making the first page of Google

Pictures:

* Optimize images – include keywords in the file name and fill out the alternate text field with a brief, keyword rich description of the photo
* Use videos, pictures, gifs, and other multimedia to engage readers and decrease bounce rate

No-no’s:

* Again, please don’t mention any of our competitors. They’re nice people, but we have kids to feed…
* Please don’t mention Rapid7. We’re looking to talk about the industry, not our products or services.
* This is a big one… Please don’t mention any companies when referencing security breaches.
* Too many inbound links to a page with the exact same keyword-rich anchor text may cause Google to scrutinize the site more closely

**OG Tags:**

* <meta property="og:title" content="TITLE HERE"/>
* <meta property="og:description" content="DESCRIPTION HERE" />
* <meta property="og:image" content="https://information.rapid7.com/rs/495-KNT-277/images/rapid7-og-logo.png" />
* <meta property="og:url" content="URL HERE" />
* <meta property="og:type" content="article" />
* <meta property="og:site\_name" content="Rapid7" />
* <link rel="canonical" href="URL HERE" />

**URLs:**

* Separate words by a hyphen
* Include keywords in URL if it makes sense
* Shorter URLs are preferable
* Have URLs match titles when it makes sense (doesn’t have to be a perfect match)
* Stop words (a, or, but, the) aren’t necessary 100% of the time – use judgement
* Only use lower case letters
* Make it reader-friendly

**Links:**

* Each blog post should have a link pointing back to rapid7.com. If you are writing about topics related to our products, you will want to link to the overview page of your product.
* Also include a link to an item that helps educate the user further. This also helps with our lead generation efforts. Link to a relevant whitepaper, webcast, infographic, demo, free trial page, etc.

**Landing Pages:**

Title:

* Please craft a unique and attention grabbing title. Please don’t rehash any existing titles!
* Don’t force the keyword, but if it could be in the title, that’s a major SEO boosting factor
* Keywords do best when they are at the front of the headline
* Under 65 characters
* Subheading should be persuasive, include keywords, slightly more detailed than the title
* Succinctly explain what the page is about

Keywords/SEO:

* Use keyword no more than three times in entire post
* Don’t force the keyword
* Keyword should be used in the first two paragraphs (preferably the first)
* Optimize images – include keywords in the file name and fill out the alternate text field with a brief, keyword rich description of the photo
* Keep primary messaging about the fold
* Keep the CTA ‘above the fold’
* Include a picture of the offering whenever possible
* Make sure there are social sharing buttons/links
* Make sure Thank You page have social sharing buttons and links as well, but that they link back to the registration page

**Infographics:**

* Alt Tags needed
* Image size – should fit within our site’s template, displaying navigation appropriately
* Introductory and/or exit paragraph so there is text associated with the infographic
* <h1> at the top of the page describing the content on the page
* <h1> should start with primary keyword(s) for the page
* Sub sections/sub headers should use <h2> through <h6> heading tags
* Internal link to other pages; have good ‘anchor text’

**PDFs:**

* **Always use text-based PDFs, it’s the only way content can be scanned by Google**
* Make the file names contain keyword
* Should have backlinks to other parts of website
* When possible make the file size smaller
* We’ll provide links to relevant parts of the website. Please link the target keyword with that link somewhere in the post.
* Set your title in the document properties
* Make your file name SEO friendly as well (keywords in name)
* Optimize images – include keywords in the file name and fill out the alternate text field with a brief, keyword rich description of the photo; approach the same way you would any image
* Write-protect your document so people can’t upload the whole file to their site and change it however they like
* Add author information to PDF