



## SEO

To optimise your website for Search engines it is necessary to research the keywords people are searching for that will lead them to your page.

Once you have chosen your keyword/s for each page, integrate them throughout your webpage.

They can be included in the following places for Google to read, to begin to show your website in their search results: H1 Heading, H2 Heading, Paragraph, Meta title, Meta description, URL, Alt text.

Here's an example using the keyword: Silicone Wristbands.

