Search engine optimization (SEO) helps your website show up when an individual searches for content on search engines such as Google, Yahoo!, and Bing. SEO is important because it results in more people finding your website and accessing your content. Here are a few SEO tips:

Title and body of webpages
- Think about keywords
  - What is the topic that someone interested in your content might be looking for? (help them stumble upon your good content)
- Keywords at the top of the article and in the titles carry more weight – be straightforward and clear in what the page, article, or training is about.
- Publishing often and regularly keeps your “fresh” and is preferred.

Links
- Think about the text you use when inserting the link
  - Include keywords in the links – be specific about what you’ll find when you click
- Links in the body of an article are preferred by search engines because they trust the relevancy of the link more (gives more context)
- Links higher up in the article are worth more “points”

Title tags
- Most important words at the beginning of the title
- 65 characters or shorter (ideally)
- Think about words that people may be searching to find your training – try to get those in the title, title tag, towards the top of your article and in the URL.

Images
- Titling your images – you guessed it, keywords!
- Video – add a detailed description (a few paragraphs) about what it is about.