Anatomy of a Perfectly
OPTIMIZED WEBPAGE

1 ## SEO-Friendly URL

- **What to Include:** Short, descriptive, and includes a primary keyword. Avoid special characters and unnecessary words.
- **Example:** www.dancestudio.com/kids-hip-hop-classes

2 ## Compelling Title Tag

- **What to Include:** A concise, keyword-rich title (50-60 characters) that clearly describes the page's content.
- **Example:** "Kids Hip Hop Classes in [City] | [Studio Name]"

3 ## Meta Description

- **What to Include:** A brief (150-160 characters) description that summarizes the page, uses target keywords, and encourages clicks.
- **Example:** "Looking for kids' hip hop classes in [City]? Our fun, energetic classes at [Studio Name] build confidence and coordination. Enroll today!"

4 ## Header Tags (H1, H2, H3)

- **What to Include:** Clear, structured headers that organize content and include relevant keywords. Use H1 for the main topic and H2 or H3 for subtopics.
- **Example:** H1: "Kids Hip Hop Classes"; H2: "Why Choose Hip Hop for Your Child?"

5 ## Optimized Images with Alt Text

- **What to Include:** High-quality images that enhance the page, optimized for web speed. Add descriptive alt text using keywords.
- **Example Alt Text:** "Kids learning hip hop dance at [Studio Name] in [City]"

6 ## Internal Links

- **What to Include:** Links to other relevant pages on the site to encourage exploration and help search engines understand your content structure.
- **Example:** "Learn more about our ballet classes and tap classes for kids."

7 ## Mobile-Friendly Design

- **What to Include:** Ensure the webpage is responsive and loads quickly on mobile devices, with easy-to-read text and clickable elements.

8 ## Content with Relevant Keywords

- **What to Include:** Informative, engaging content tailored to user intent and search keywords. Aim for clear, easy-to-read paragraphs, bullet points, or numbered lists.
- **Example Content:** Describe the benefits of dance classes, what students can expect, and any unique aspects of your studio.

9 ## Calls to Action (CTA)

- **What to Include:** Clear, action-oriented buttons or links that guide the user toward their next step (e.g., enrolling or learning more).
- **Example CTA:** "Enroll in Kids Hip Hop Today!"

10 ## Social Sharing Buttons

- **What to Include:** Easy-to-use social sharing buttons to encourage visitors to share the page, expanding its reach.

11 ## Page Load Speed

- **What to Include:** Briefly mention the importance of fast load times for user experience and SEO, encouraging optimization of image sizes and plugins.

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www.dancestudio.com/kids-hip-hop-classes **1**

PIZZAZZ
School of Dance

1 (800) 999 - 1234
4 Walnut Street
Richwood, OH 43344

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ABOUT US ⌄   CLASSES   SCHEDULE   SUMMER   REGISTER   CONTACT

MAIN HEADER **4**

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ENROLL NOW! **9**

WE HAVE THE PERFECT DANCE CLASSES FOR YOU!

CLASS 1
VIEW DETAILS   REGISTER

CLASS 2
VIEW DETAILS   REGISTER

CLASS 3
VIEW DETAILS   REGISTER

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YOU'RE GOING TO LOVE IT HERE!

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READY TO DANCE?

Register Now!

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PIZZAZZ
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Richwood, OH 43344

CONTACT US
1 (800) 999 - 1234

GET STARTED
Register for Classes
Account Log-in