

On Page optimisation

It is important that you set up your page titles and meta descriptions for all your pages correctly, this is both for robots and humans! If you have a WordPress website then the Yoast plug-in will help you with this.

The table below will help you with this.

Keyword	
Page Title	
Page url	
Meta Description Less than 160 characters	

Your Meta Description is what will show in search results, therefore it needs to be written as a sales message. You want the person searching to click on your post rather than anyone else's! I have included an example of what not to do!

Your content should include your keyword in the text.

Your Page Title should be your Heading 1 tag, but using your keyword in additional Headings i.e. Heading 2 will also help.

If you have images on the page, try and include your keyword in the alt tags, whilst still making sense.

Each page should have a different keyword.

Below are useful links

- <https://yoast.com/suggest/>
- <https://trends.google.com/trends/>
- <https://moz.com/explorer>
- <https://yoast.com/wordpress/plugins/seo/titles-and-meta-descriptions/>
- <https://moz.com/learn/seo/meta-description>

Funded by



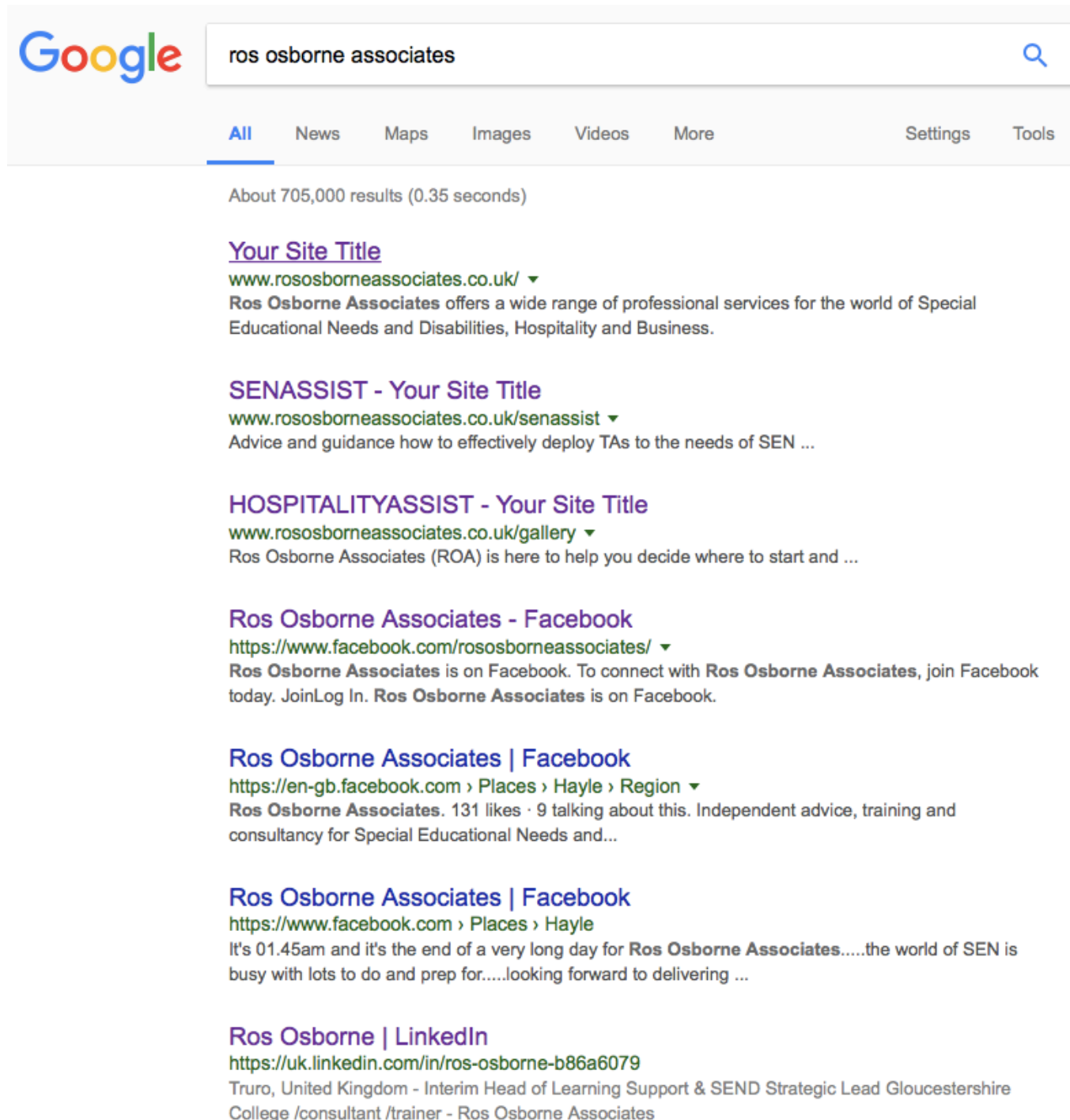
the outset foundation
alleviating poverty through enterprise

Delivered by



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What not to do!



Google search for "ros osborne associates".

About 705,000 results (0.35 seconds)

Your Site Title
www.rososborneassociates.co.uk/ ▼
Ros Osborne Associates offers a wide range of professional services for the world of Special Educational Needs and Disabilities, Hospitality and Business.

SENASSIST - Your Site Title
www.rososborneassociates.co.uk/senassist ▼
Advice and guidance how to effectively deploy TAs to the needs of SEN ...

HOSPITALITYASSIST - Your Site Title
www.rososborneassociates.co.uk/gallery ▼
Ros Osborne Associates (ROA) is here to help you decide where to start and ...

Ros Osborne Associates - Facebook
<https://www.facebook.com/rososborneassociates/> ▼
Ros Osborne Associates is on Facebook. To connect with Ros Osborne Associates, join Facebook today. JoinLog In. Ros Osborne Associates is on Facebook.

Ros Osborne Associates | Facebook
<https://en-gb.facebook.com> › Places › Hayle › Region ▼
Ros Osborne Associates. 131 likes · 9 talking about this. Independent advice, training and consultancy for Special Educational Needs and...

Ros Osborne Associates | Facebook
<https://www.facebook.com> › Places › Hayle
It's 01.45am and it's the end of a very long day for Ros Osborne Associates.....the world of SEN is busy with lots to do and prep for.....looking forward to delivering ...

Ros Osborne | LinkedIn
<https://uk.linkedin.com/in/ros-osborne-b86a6079>
Truro, United Kingdom - Interim Head of Learning Support & SEND Strategic Lead Gloucestershire College /consultant /trainer - Ros Osborne Associates