



7 hacks to optimize keywords



Here they are



1

Use long tail and low competition keywords.



2

Place keywords in right place as in the title, h1 tag, first paragraph, subheadings, & in the meta description.



3

Use your target keywords as image alt tags, in the title, and around the image.



4

Use different variants of your keyword. (Related keywords, synonyms, different forms)



5

Put your keyword
in structured data,
schema, list,
table, etc.



6

Avoid targeting
high competitive
and brand
keywords.



7

Use keywords naturally but wisely and never do keyword stuffing.

