My First Patch Headline Features SEO Keywords

Lead With Action: Stand Out In Your Readers' Inboxes With An Eye-Catching Hed

Your Social Media Headline Is Engaging And Friendly. Did You Know That?

The ideal main headline is short and punchy, with every word capitalized. The dek is in complete sentence form and contains SEO keywords.

DATELINE, IL — The ideally structured Patch article opens with a strong paragraph that contains SEO keywords. Editors should identify keywords — places, people and solid nouns — before writing a lede and incorporate them as they write.

Google prefers paragraphs with several keywords. Try to limit or avoid single-sentence paragraphs, especially brief sentence fragments. Strong, SEO-friendly articles begin with two or three meaty paragraphs. Google also likes to see quotes early in the article.

When adding hyperlinks to stories, we prefer to put those links in the third paragraph or below. We also try to hyperlink to any related Patch articles on similar topics or storylines, particularly if we are covering an ongoing local issue.

Our "anchor text," or the words that make up a hyperlink, should be relevant keywords, and we want to hyperlink just a brief phrase, two to three words. Hyperlinking a longer phrase or a complete sentence may break the SEO crawl.

All embeds — YouTube video, a tweet or tweets, a Patch video — should be placed after the fourth paragraph. We want to have three strong paragraphs at the top of the story to ensure the Google crawl picks up essential information to index the story.

When we compose a brief aggregation post of three to four paragraphs, we always credit the original publication prominently in the text and we credit them again in a linkout at the bottom.

More via the Chicago Sun-Times