Alice Seba's 10 Minute SEO Tutorial HTML Tag Cheat Sheet

1. **Title Tag:** Your title tags go between the <head> and </head> of your html document and look like this:

<title>Dog Grooming Book</title>

2. **Description Tag:** Your description tags go between the <head> and </head> of your html document and look like this:

<meta name="description" content="This dog grooming book answers all your questions about grooming your dog.">

3. **Keyword Meta Tag:** Your keywords go between the <head> and </head> of your html document and look like this:

<meta name="keywords" content="dog grooming book">

4. **Headline Tags:** Your headlines go in the body of your HTML document and look like this:

<H1>Dog Grooming Book</H1> (with the number in the tags corresponding with size of the font).

5. **ALT Tags**: The HTML code is –

<IMG SRC="URL" ALT="Insert your Alternative Text Here">