

# SEO PDF

EXAMPLE KEYWORD = **SEO-PDF-2018.html**

**Web Page Name**

```
<title>SEO PDF 2018 - 5 Minute Practical SEO Guide</title>
```

**Title (Think! keywords & CTR)**

```
<meta name="description" content="SEO PDF for 2018 shows how to search engine optimize landing pages for higher Google ranking in 2018 download your SEO PDF here" />
```

**Meta Tags  
(Describe Page & use keywords)**

Menu

Menu

Menu

Menu

**Nav Menu (easy to find & use)**

```
<h1>Learn the Secrets in this 2018 PDF for SEO</h1>
```

**Heading Tags for Attention Grab**

Optimize

inurl:rankya.com



Images

Higher the keywords in the above the fold, more importance is placed on them by Google. If possible use keywords in the order you are targeting them

**Write for people first, and not Google, only then include keywords**

```
<h2>How to Rank in Google Search</h2>
```

**Mix Keywords in h2, h3, h4, h5, h6**

Make sure that your web copy contains **synonyms** also known as related words.

**Include synonyms for relevance**

```

```

Use internal linking for improving relevance of keywords **SEO PDF**

```
<a href="https://www.rankya.com/PDF-SEO/" >SEO PDF</a>
```

**Press Here to Download PDF Version of Operators**

**Each Page Should Have Clear CTA's**

Google Ranking Formulas brought to you by [www.RankYa.com](http://www.RankYa.com)

Keep in mind that in 2018 and beyond Google is moving towards mobile index first, which means that your website's mobile rendering will be indexed first, as opposed to desktop view. The best practice for higher Google rankings is the you have just 1 version of your site that works in all devices