

# How to Create an Annual Event Page?

## Including Content Outline & SEO Best Practices

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[STATE]'S Annual Event

1 Title

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REGISTER HERE

MONTH DAY YEAR

Event Information

Vestibulum imperdiet tempor volutpat. Aliquam erat volutpat. Donec id ligula sem. Donec interdum lacina efficitur.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

1

2 Introduction Paragraph

1

2

3 Main Copy

Registration

Morbi eget felis libero. Donec vel ante eget lorem mattis vulputate.

Register Here

Hotel

Pellentesque id erat non justo molestie dignissim eu feugiat risus.

Reserve Room

Program

Morbi eget felis libero. Donec vel ante eget lorem mattis vulputate.

View Program

Sponsors

Sed id convallis mi, id tempor tortor. Sed a nibh semper, pretium urna sagittis, vestibulum purus. Duis mollis tincidunt nibh vitae euismod. Nullam at faucibus purus. Donec sit amet nisi lacus. Mollis felis sed, commodo leo. Nam placerat consectetur nunc, nec ullamcorper lectus. Sed feugiat lacus rutrum. Integer quis orci id nibh convallis pellentesque. Vivamus hendrerit consequat elit in mollis. Pellentesque nec ante in mauris posuere ultricies. Maecenas eu sodales leo.

1

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4

4 Images

5 Alt Text

A woman and a man sitting at a table getting ready to eat a plate of beef

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## 1 Title

*The title is important as it's the first opportunity to grab a user's attention. It also helps search engines understand what the page is about.*

### Best Practices

- Use Heading 1 (H1) - only use one H1 per page
- Keep under 60 characters
- Include primary keyword

## 2 Introduction Paragraph

*The opening paragraph should explain what the page is about. The text may appear as a meta description on a search engine page.*

### Best Practices

- Keep it short – 1 to 3 sentences
- Be direct – be clear and to the point
- Include primary keyword

## 3 Main Copy

*The main copy defines the purpose of the page. It's important to consider what message you want to provide the user and what steps you would like them to take next.*

### Best Practices

- Header tags- Break up content with header tags (H2, H3, H4, H5, H6)
- Keywords- Include primary keywords
- Bullet points- Use bullet points for large blocks of content
- Call-to-action- use action words that are concise

## 4 Images

*Including images in your webpage can make content appear more interesting and enhance the user experience.*

### Best Practices

- JPEG vs PNG
  - JPEG- better for photographs
  - PNG- better for images with text
- Image sizes
  - Hero – 1300x731
  - 16:9 – 850x477
  - 4:3 – 850x638
  - 1:1 – 850x850

## 5 Alt text

*Alt text are descriptions of a digital asset that can be used when an image can't be viewed. This allows images to be accessed by people with disabilities.*

### Best Practices

- Describe image
- Be specific
- Don't include "image of"

## 6 Meta Keywords

*Users use keywords or phrases in search results to find what they are looking for. When creating a webpage, you can use target keywords to help a user find your page.*

### Best Practices

- Assign one primary keyword per page
- Use primary keywords in page title, introduction paragraph, main copy, alt text and meta description

## 7 Meta Description

*Meta description display in search results under title of the page to help a user understand what the page is about.*

### Best practices

- 160 characters or less
- Include primary keyword
- Make it actionable