How to Create an Annual Event Page?

Including Content Outline & SEO Best Practices

1. **Title**
2. **Introduction Paragraph**
3. **Main Copy**
4. **Images**
5. **Alt Text**

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