

IMAGE
must have the
primary keyword
in ALT TITLE



PRODUCT TITLE

(with the **primary keyword** - up to 60 characters)

POWERFUL SHORT DESCRIPTION

(preferably with bullets)
Main benefits and reasons to buy
Final push for a sale

H1 - must contain the **primary keyword** - H1 should be different than Title

TEXT

- Short sentences
- After 2-3 sentences, start new paragraph
- Use bullets
- Use a primary keyword, but it must sound naturally

H2 - must contain the **primary keyword**

TEXT

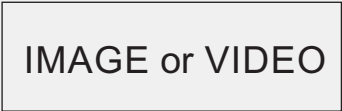
add images or a video
each image must have Alt Title



H3 - with the **second keyword**

TEXT

add images or a video



H2 or **H3** with the **third keyword**

TEXT

add images or a video

*Text should have
200 - 600 characters
1-2% keywords*

Don't forget to write a great META DESCRIPTION