

Copacetic SEO Tips

- Use as many transition words as possible.
- Use sentences with 20 words or less.
- Unless you have a very niche audience, make it easily readable by a middle school student.
- Keep your language at least 80% present tense.
- Don't start 2 sentences in a row with the same word.
- Utilize subheadings every 500 words or so.
- Keep paragraphs under 150 words.
- Include at least one image with alt text.
- Pick a keyword and put it in the title and somewhere in the first 2 sentences.
- Make the text a minimum of 300 words and no more than 2000.
- Use both inbound and outbound links.