

Site Style Guide With SEO

Just like you would not build a house without blueprints and plans, you should not build and maintain a web site without a style guide. And the most advanced marketers understand that the style guide should include SEO instructions in language usable by everyone involved.

- ❑ **BRAND** - Describe brand promise, value proposition, and key benefits.
- ❑ **LOGO** - Provide the corporate logo and indicate clear space around it; the logo usually includes the catchphrase or signature mark, provide the logo in black and white on white, white on black, full color, and knockout (transparent) all in .jpg, .gif, .png, and .eps formats.
- ❑ **COLOR** - Specify the color palette with numeric definitions of the colors in RGB, CMYK, and Pantone.
- ❑ **FONT** - Specify the approved font faces for headlines, sub-headlines, and body text.
- ❑ **VOICE AND TONE** - Define the personality, voice, and tone of the site and use of pronouns, like I and we. How to refer to prospects in content, e.g. "brands".
- ❑ **PUNCTUATION** - Identify punctuation to use, especially for grammar rules with options, like introductory prepositional phrases, hyphens, dashes, and optional comma.
- ❑ **MOBILE** - Detail the responsive mobile design standards.
- ❑ **TEMPLATES** - Provide templates for presentations, white papers, one-sheets, and letters.
- ❑ **SEO**
 1. BrightEdge certify content producers and web developers
 2. Research query volume to orient topic development on pages or blogs
 3. Use a headline with an H1 on all pages, avoid rasterized text in headlines
 4. Include unique title tags and meta descriptions on all pages
 5. Use 1 or more alt-tagged images on all pages
 6. Optimize images for web to improve page load time
 7. Include substantial body text with ample keyword repetition
 8. Add 3 links to other internal content, especially to gated pages
 9. Add social share links to most pages
 10. Make sure all pages have tracking and analytics
 11. Add keywords and pages to BrightEdge account
 12. Set up BrightEdge dashboards and automatically deliver them to stakeholders

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.