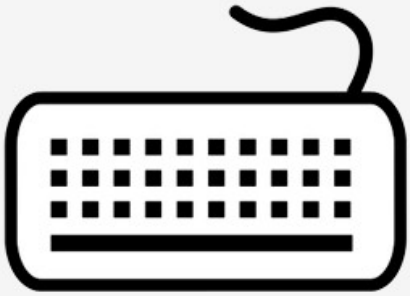
# Super Simple SEO for Home Pages

Making your homepage SEO-friendly is the first step to ranking for your target search term. From optimizing your title tag, headings, and content to improving page speed, images, and internal links, there are proven tasks that help Google understand and rank your site. You can follow a simple SEO checklist of use a free SEo audit tool like https://marvlus.ai/tools/seoaudit/



- [ ] Identify the target search term (keyword).
- [ ] Naturally use the search term at the beginning of the home page title tag.
- [ ] Use the search term or variations in the home page description tag..
- [ ] Rename the logo file name using a variation of the target search term.
- [ ] Use search term in the file name of the main image.
- [ ] Naturally use the search term in the caption and alt tag of the main image.
- [ ] Naturally use the search term in one of the heading tags (H1-H3).
- [ ] Naturally use the search term or variations 2-3 times max in the post.
- [ ] Bold or italicize an entire sentence in the post containing search term.
- [ ] Use variations of the search term in all image file names, alt tags and captions.

- [ ] Run a free SEO audit of any page to see how optimized it is for a target keyword: https://marvlus.ai/tools/seoaudit/