

# Creating an SEO Style Guide\*

How to Be Consistent when  
Maintaining a Website

*\*Please do not interrupt this  
presentation*

# What is an SEO style guide?

A style guide, simply put, is an outline for consistent content on your site. From an SEO perspective, it's a way to stay on the right track in your rankings. For example:

When a site has multiple writers, they need to be on the same page and use the same style. This means following the same type of tone, style and purpose intended.



Questions?

# Why should I have a style guide?

Well, if you clicked on a site that looks like a hot mess, would you stay on it? If you said no, I'd believe you.

Remaining consistent with your site is the best way to maintain the content and the overall user experience.

All of this ties back to UX, user intent and user interfaces. It will also add to the relevance of your site for years to come.

# Successful Style Guide Criteria

Style guides generally include specific rules for:

- How to write the page
- Where to place keywords
- How to create meta tags
- The overall tone and style of the content
- Purpose of the content

# Successful Style Guide Criteria

Some other helpful things to include in your style guide would be:

- Formatting for headings, images, links
- The styling of your site and how to upload a page or blog (CSS and HTML)
- How your site is organised with links



Questions?

# How do I set up a style guide?

1. First things first, you'll need to determine the purpose of your site.

If you're just making content for the hell of it, you won't get a lot of return visits.

More importantly, you'll be able to structure the site and content. Structure is the key to consistency.



## 2. Layout & Structure

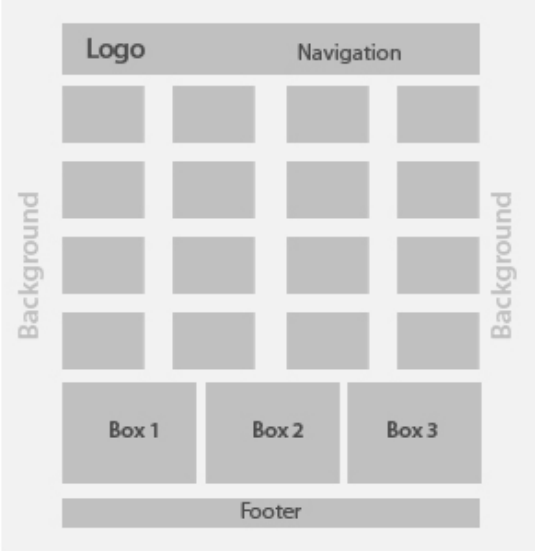
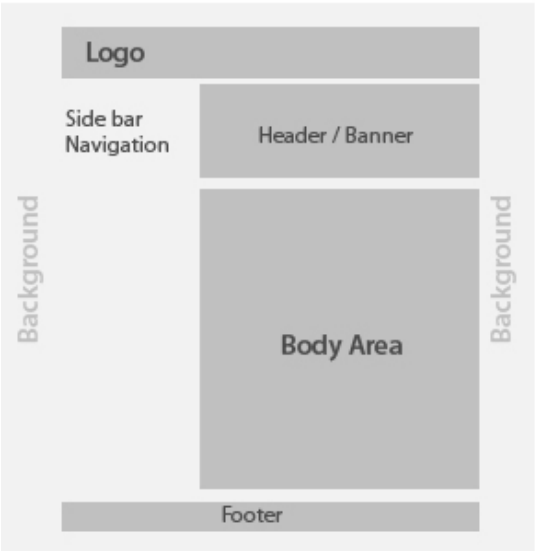
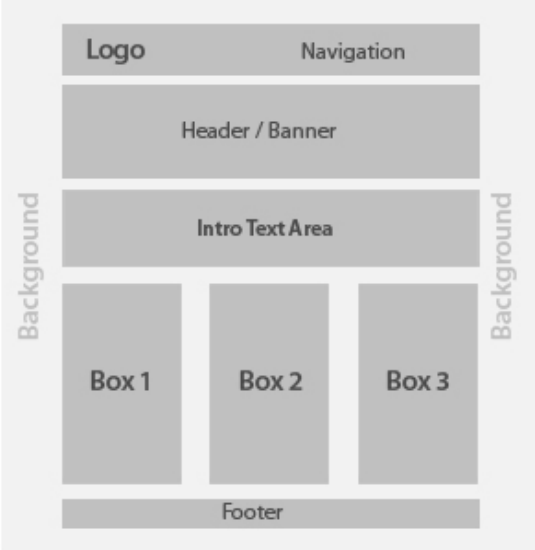
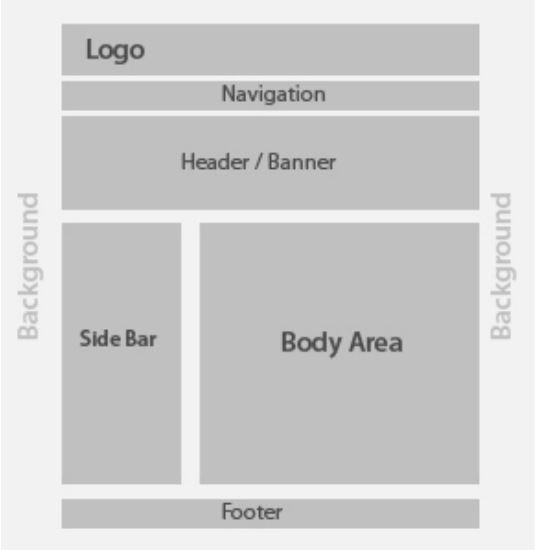
Once you've got a purpose, you'll need to think about layout.

Layouts are helpful for certain types of sites, because they guide users.

Structure content in an easy to read format.

- If it's a fashion blog, you might want to consider a colour scheme and where to put your images.
- If it's an online store, you'll need to consider how you'll display the product names and prices with small images.
- If it's meant to teach people things, consider the layout of your steps and their images.

# Examples



# Examples

**INTENSE**

NOVI  
PAGE BUILDER

500+ HTML Files | 29 Niche Templates | 100+ Reviews

## #1 Multipurpose Website Template

The advertisement features a collage of various website layouts. One prominent layout includes a 'WELCOME TO INTENSE' header with a green button, followed by a section titled 'Team Full Circle of the 30s' with a green bar and a grid of colorful circles. Other visible elements include a 'WELCOME TO INTENSE' page with a man's photo, a 'ABOUT US' page, and a 'CONTACT US' page. The background is a gradient of blue and green.

## 3. Fonts & Headings

Next, you'll need to consider how the text looks and what you need it to convey.

Whether your site is on a content management system or hard coded, you'll need to establish the following:

- Font sizes for:
  - Headings (preferably no larger than 24px for H1s)
  - Copy (no smaller than 14px)
- Font types that match your site's purpose, e.g. decorative font's might not match a bank.
- If your site has UPPERCASE headings, don't add them when uploading, this an automatic styling feature.

# Example

ARTISTIC AND EYE CATCHING

*Decorative*

BOLD, CONSISTANT LETTER DESIGN

EXAMPLE:  
*Great Vibes*

BEST USED FOR:  
LOGOS, PACKAGING, INVITATIONS, CLASSY + ELEGANT DESIGNS

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# Example

## ***Open Sans*** *Extrabold Italic*

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin

This version  
contains  
***the complete 897  
character set.***

*Semibold Italic*

## 4. Keywords

Placing keywords in your page is vital to success. Organising these and knowing where they go can boost the usefulness of your page or blog for search engine purposes.

- Start by researching and getting search volumes, then organise the keywords by volume.
- Then structure your page by the keywords.
- Add the same high volume keywords to meta tags for search engines. Start with the big ones in both titles and descriptions.



Questions?



## 5. Images

Even if your content is the best in the world, you'll still need images to keep people reading.

Choosing eye-catching, topic-related images always makes your page more appealing.

Always stick to a standard size when uploading.

- When you have great images, you'll also need to name them to match your content.
- That way, you'll make search engines think your content is supported.
- Always remember to add alt text and titles for extra benefit.

## 6. Links, links, links

Now that you've got everything in hand, it's time to consider links.

Linking between pages should not just be on a nominal basis.

- When linking, it's better to organise your blogs and pages by topic.
- Adding links within these topics makes it more relevant.
- But, you will need an HTML sitemap for general categorisation and indexing.
- Organise the sitemap with your categories so that adding pages is easier.

## 7. Learn some HTML & CSS

- All websites are created with a little HTML & CSS. Knowing which tags to use and when to use them can help your style guide immeasurably.
- Creating rules for these elements can help to keep your site consistent for big tags, like menus, navigation and headings.
- For reference, here are some basic definitions.



Questions?

# HTML

- **Hypertext Mark-up Language** is the basic code of the internet. All websites need at least a little to be recognised and indexed.
- Learning the difference between tags can help you to avoid broken pages and incorrect structuring.

# CSS

- **Cascading Style Sheets** are the styling for HTML pages. These 'sheets' define styling by classes (.css) and identities (#css). Classes can be applied sitewide, while identities are limited to one page.

# HTML

- Most small sites add 'in-line' styling for their tags.
- This is not recommended, because it will slow down your site.
- However, special styling could be used on a single page.
- This is not recommended for every page, though, because you could lose track.
- Always remember that less is more.
- Mobile scaling is tricky in HTML.

# CSS

- A big benefit of CSS files are that you can style your site completely without adding 'in-line' styling.
- All you need is a main sheet, some classes, and correct formats to keep your site fast and stylish.
- These files can also be compressed for page speed.
- Always remember, you need a CSS sheet to have classes.
- Mobile scaling also works better in CSS thanks to media queries.

# HTML

- Understanding HTML means knowing what these tags do:
- `<html></html>` encompasses the entire page.
- `<head></head>` defines the top section of the page, e.g. style sheets, scripts, schema, etc.
- `<header></header>` defines your navigation.
- `<body></body>` is where your content goes.

# CSS

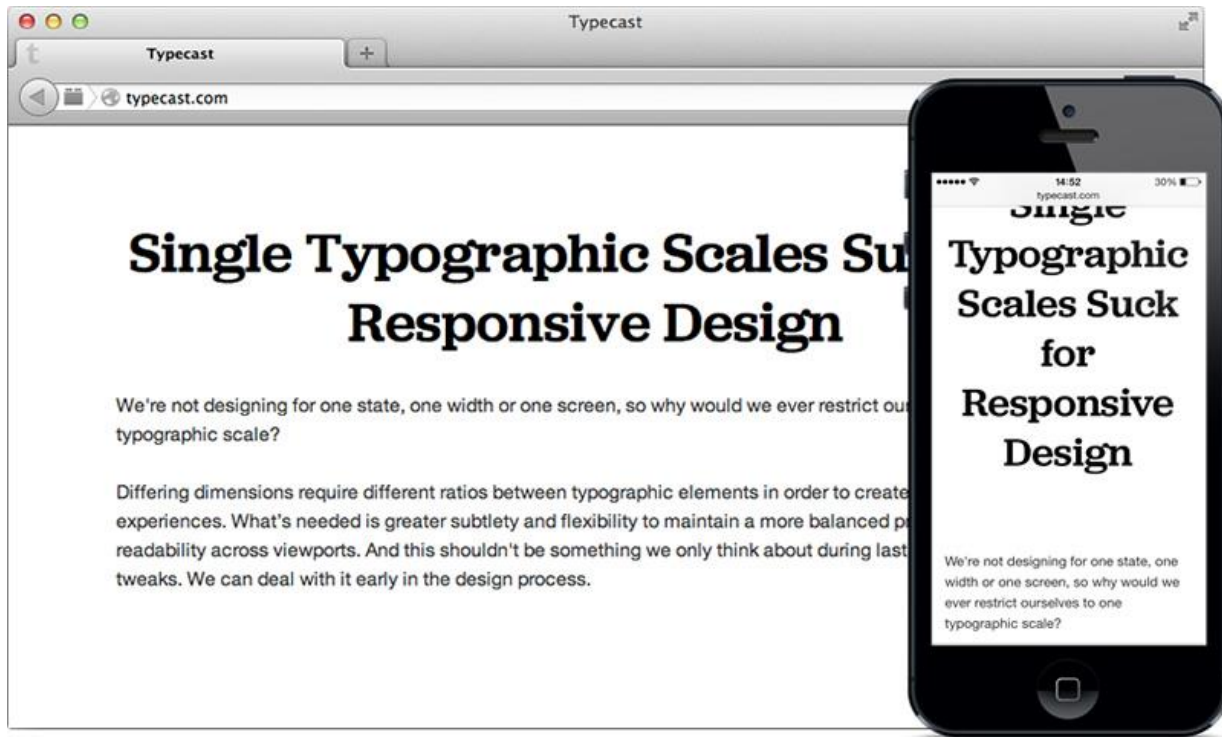
- These are the main CSS class tags you'll need to define.
- `.h1 h2 h3 h4 h5 h6 { headings text size & colour }`
- `.p { paragraphs & body text size & colour }`
- `.img { image sizes and limits }`
- `.extras { other styles }`
- Always remember to define classes in your CSS, you can't just copy someone else's.

# Learning HTML & CSS

- For further information, try visiting these sites and taking a course or two to get more confident with the terminology.
  - <https://www.codecademy.com/>
  - <https://www.udemy.com/courses/>
  - <https://www.w3schools.com/>
- If you use Content Management Systems like WordPress & Wix, get familiar with their styling and where to add unique CSS.



# Example





Questions?

# Sources

- <https://searchengineland.com/simple-tips-for-writing-an-seo-style-guide-66158>
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