

# SEO Tips

## SEO Tips

SEO helps people find your pages through search engines like Google. The good news? Most SEO basics are already built into this theme, you just need to use them thoughtfully.

## Start with a Hero Section

Every page should begin with a Hero section at the top. This is where your main page headline lives, also known as the **H1**.

Make sure your H1 clearly includes the full program name. For example: **Youth Swim Lessons**.

This helps search engines match searches like "**youth swim lessons**" directly to your page.

The theme includes **pre-built Internal Hero** and **Home Hero** patterns that are designed specifically for this purpose. These patterns automatically place your H1 correctly so both visitors and search engines immediately understand what the page is about.

**Best practice:** One page = One hero = One H1.

## Use Headings to Organize Content

Structure your page using clear **H2** and **H3** headings. Each main section should begin with an H2.

Where it reads naturally, include the program name in important headers. For example: **Our Youth Swim Lesson Certifications**.

This reinforces the topic of the page while keeping the content clear and helpful. Headings make pages easier to skim for visitors and easier to understand for search engines.

## Write for People First (E-E-A-T)

Strong SEO isn't about stuffing keywords, it's about demonstrating value. Google looks for signals of **Experience, Expertise, Authoritativeness, and Trustworthiness**.

### Experience

Show first-hand involvement with the program and real-world outcomes.

### Expertise

Highlight skill, training, and proven instruction methods.

### Authoritativeness

Establish credibility through recognized standards, curriculum, or certifications.

### Trustworthiness

Reinforce safety practices, transparency, and what families can expect.

If the page is easy to read, genuinely helpful, and clearly written for families, search engines usually agree.

## Table of Contents (TOC)

Blog posts in this theme can automatically generate a Table of Contents when you use **H2** and **H3** headings in the main text content.

As you add H2s and H3s to organize your blog post, the TOC is created for you, no extra setup required. This gives readers an easy way to jump to the sections they care about.

Search engines also benefit from a Table of Contents. It clearly shows how the page is organized and what topics are covered, helping search engines better understand the structure and purpose of your content.

When a page is well-structured and easy to navigate, it sends strong signals that the content is helpful, which can improve visibility in search results.

## Write for People First

SEO works best when content is written for real humans. Use clear language, answer common questions, and avoid repeating the same phrases just to “sound optimized.”

If the page is easy to read and makes sense to a visitor, search engines usually agree.

## Images: Featured Images & Alt Text

Images make pages more engaging and easier to understand. Whenever a page or post supports it, include a strong, relevant image, especially near the top of the page.

If the page type includes a **featured image** option, it's a good idea to use it. Featured images help your content look more complete and improve how it appears when shared (like in links, previews, and social posts).

For important images, always add **alt text**. Alt text is a short description of what the image shows. It improves accessibility for screen readers and helps search engines understand the content on the page.

A good alt text example is clear and specific, like: **"Group of campers hiking on a trail"**, not vague like "image" and not stuffed with keywords.

## Accordion / FAQ Sections

Add an FAQ accordion section near the bottom of your page, after the main body content and before the final call to action.

This is a great place to answer common questions families may have while naturally reinforcing important search terms.

FAQs are also an opportunity to link to related blogs or helpful resources. This strengthens internal linking and encourages visitors to continue exploring your site.

## Site Structure & Navigation

A well-organized website helps both visitors and search engines understand how your content fits together. Think of your site structure as a clear map. When pages are logically grouped and easy to navigate, users can find what they need faster.

Start by organizing your main navigation into clear, high-level categories. For a camp website, this might include sections like **About Us**, **Locations**, **Contact**, and **Camp Programs**. Each main menu item should lead to related subpages that expand on that topic.

Avoid creating too many top-level pages. Instead, group related content under a parent page. For example, individual camp program pages should live under a broader **Camp Programs** section rather than existing as standalone items.

This clear hierarchy (Main Page → Section Page → Supporting Pages) helps search engines understand which pages are most important and how topics are connected. It also prevents visitors from feeling lost.

**Best practice:** If a page doesn't clearly fit within your main navigation structure, consider whether it belongs in an existing section or if it should be reworked. Every page should have a clear purpose and a clear place within your site.

**Pro Tip:** Important pages should be accessible within two to three clicks from the homepage. If visitors have to dig too deep to find key information, it may be time to simplify your

structure.