Here is a brief summary of the article, keeping the UB CMS Authors in mind:

[Rules for beating Google at SEO](#)

Positive factors that will improve your Google ranking include:
Most important rule of for author copy: relevant content and lots of it!

Search terms in
- Page Titles - unique and relevant to page content
- Page Headers
- Bold body content
- Hyperlinks - This text should give the visitor some information about the content of the link's destination. When used as an incoming link in website optimization this link must contain one of the search terms for which you are optimizing the site.
- internal link anchor text on the page
- external link anchor text on the page
- the first 50-100 words in HTML on the page
- Search term density through body copy (about 3-5 percent)

Search terms in
- Keywords
  - density
  - proximity -- number of words between search terms (less is better)
  - positions in page
  - prominence (start/end of paragraphs or sentences)
- **Avoid** keyword stuffing, keyword saturation

Words - how many, what kind, and relevance