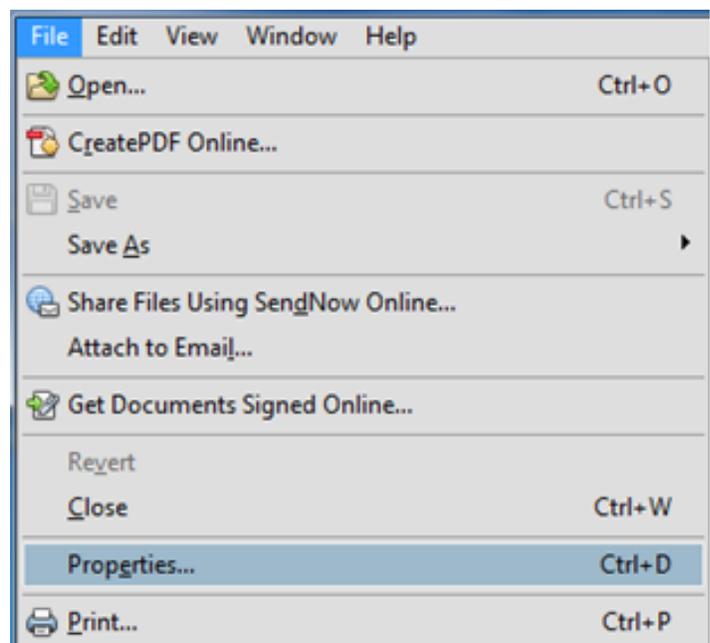


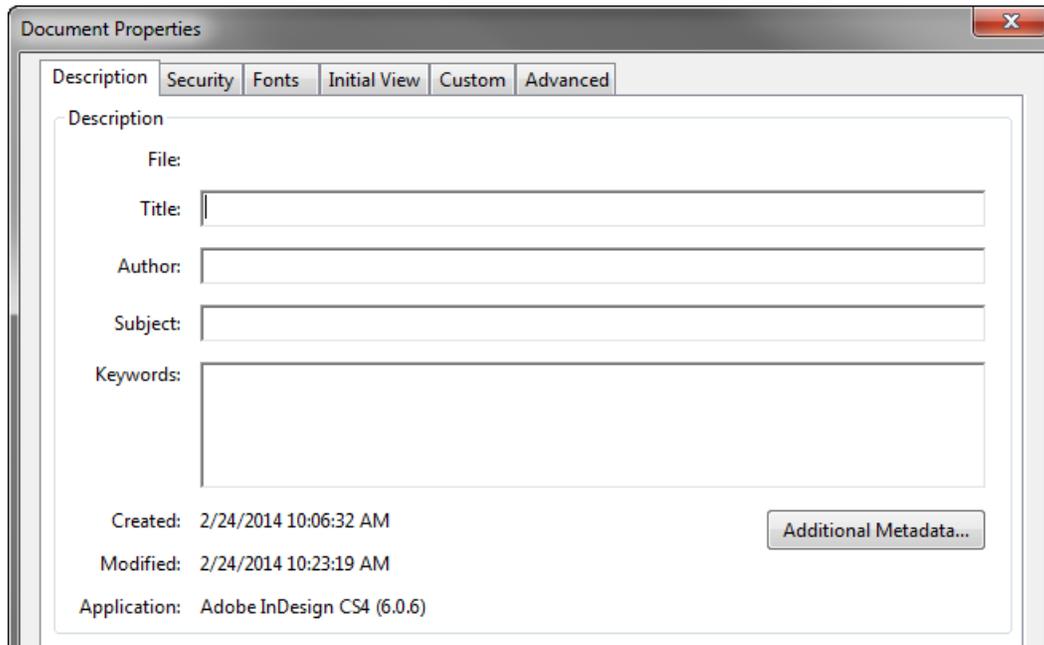
How to Optimize a PDF for Search/SEO

PDFs, images, videos, infographics are all part of the universal search and can be indexed and ranked by most of the search engines. PDF is an excellent format for many business materials that are posted on a company website, such as flyers, resumes, company statistics, product information, and so on. PDF allows design and fonts to be intact even after saving and opening on different systems. PDFs can be optimized for the search engines just like any HTML Web page. Follow the below SEO tips when creating PDFs to get the attention of the search engine spiders.

1. Create the PDF in a text-based program. Use Microsoft Word or Adobe Acrobat (instead of Photoshop for example) and crawlers can read and index the content.
2. Follow SEO best practices when writing the PDF content. Optimize the content as any other website content. Use relevant keywords in the content, H1 and H2 tags in the copy, and make sure images include alt tags.
3. Crawlers can read links in a PDF, too. Build in links to relevant pages on your website so readers can get back to your site from the PDF. This is particularly important if your PDF is shared via email or social networks, as those readers may not have been to your site before.
4. Save the file as a PDF with a relevant file name, for example PDF-optimization-Northwoods.pdf. This will also help users identify the content of the PDF if they share it with others or save it for later use.
5. Fill out the Document Properties. Open the PDF in Acrobat, and fill in the document properties by going to the Menu and clicking File >>> Properties.



A screen called Document Properties will open. On the Description tab fill in the Title, Author, Subject, and Keywords fields.



What you write in the Title field will be what appears in search results. If it is empty, search engines will auto-fill it with something in the content of your PDF, which will likely be less relevant for a searcher. Use keywords in your title for which you want your PDF to rank.

Fill the Author field with your company's name. Most people see more searches on their company than their own names.

Treat the Subject field like a meta description. Write it for users to help drive conversions.

Fill in the Keywords field with 3 or 4 keyword phrases you're targeting in your PDF, separating each phrase with commas.

6. Find popular pages on your site. Publish your PDF to pages on your site that are frequently crawled so it's easier for search engines to find and index the PDF.