

The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

#1: Our Ingredients
XYZ

#2: The Baking Process
ABC

#3: Timing
DEF



How to Get Hold of Mary's Chocolate Donuts
(aka locations, pricing & availability)



How to Make Chocolate Donuts at Home
(aka our recipe for the **perfect donut**)

Endorsements (including one from Homer!)

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NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by [Mary D.](#) of [Mary's Donuts](#)



**Bot
Accessible**

There are no impediments to search crawlers reaching this page or determining it's the canonical version.



**Built to be
Shared**

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.



**Uniquely
Valuable**

The content offers everything a searcher might want in a unique, high-quality amalgamation.



**Phenomenal
UX**

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.



**Keyword
Targeted**

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.



**Multi-Device
Ready**

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.



**Meta Data
Inclusive**

The page includes authorship, an enticing meta description, and schema markup for recipes, too.

Created by [Rand Fishkin](#)

MOZ