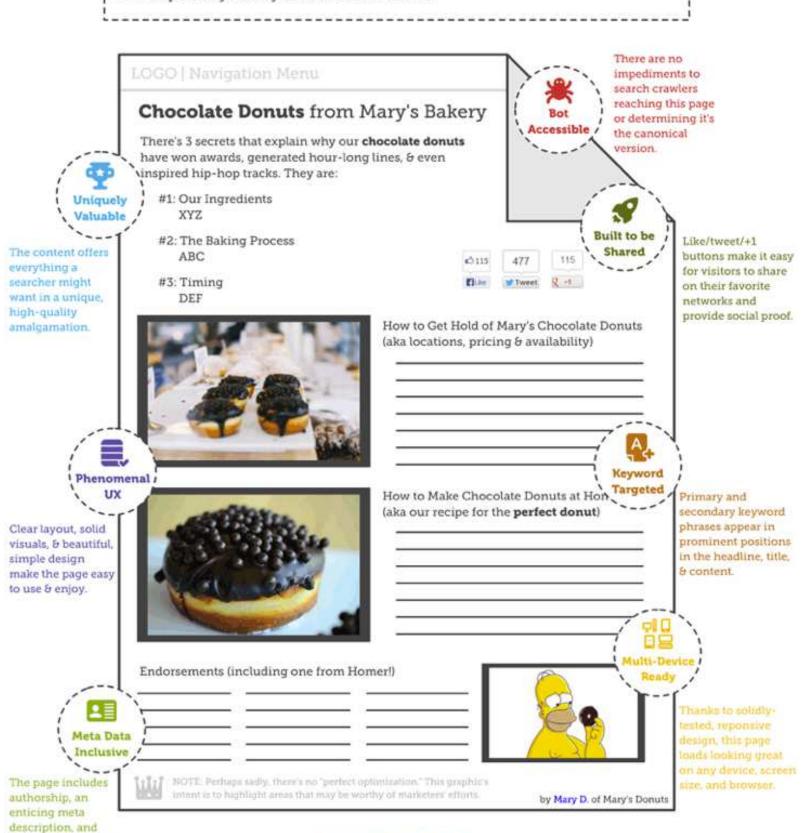# The "Perfectly Optimized" Page

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!)

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.

Uniquely Valuable

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

Built to be Shared

👍115   477   115

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

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, reponsive 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.