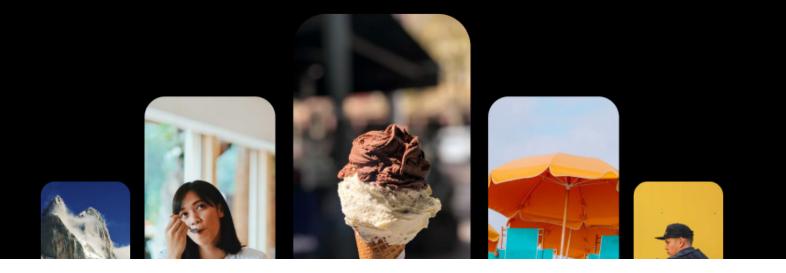# localhood
by ▶ CrowdRiff

6 SEO Must-Dos to boost your Story's Performance

⭐ High-Quality Content

- Include a complete narrative that takes the user on a journey and delivers a payoff for sticking around until the end. This helps keep viewers engaged and viewing until the end.

- Choose high-quality content for your Story. This includes high-resolution images and videos that aren't shaky or blurry.

👆 Swipe-Up

- Include descriptions in the swipe-up section of every frame of your Story. Not only does this provide users with relevant information, it also helps to boost SEO ranking.

- Utilize the "Visit Website" and "More Details" CTAs to drive travelers back to a webpage to get more information or next steps.

🗞 Titles

- This is the name of your Story as it will appear in Google search results and the Story thumbnail. Try adding the location and key search terms in the title to improve your content's searchability.

- Keep titles short. We recommend 30 characters, with a maximum of 70 characters.

🖼 Images

- Use portrait images (1920x1080) with a good resolution, and avoid landscape cropped photos.

- Before uploading images to the Localhood Story Creator, ensure that their filename is relevant, i.e. an image of a trail could be renamed: "niagara-hiking-trail.jpeg".

Tᴛ Text

- Ensure that all text in your Story is both visible and legible to the viewer.

- Consider reducing text to approximately 180 characters per page (the length of a tweet).

- Make your text specific and relevant so it can be easily crawled by Google.

🎥 Video

- Use a mix of good-quality videos and pictures.

- Make sure you're using high-quality videos between 10-15 seconds.