



Direct Online Marketing™

Online Lead Generation & Internet Marketing Specialists

How to Optimize a PDF for SEO Purposes

To optimize a pdf, you will need some version of Adobe Acrobat Writer or other such software. Depending on the version, you may have slightly different options or paths within the menu bar to modify the options. The following instructions correspond to **Adobe Acrobat 8 Professional**.

1. Go to **File >> Properties**.

Here you will get the following fields to modify, along with suggestions on what to fill in:

- **Title:** Use the name of the article, press release, or document.
- **Author:** Use the name of the author if a person at the company, the name of the person about whom the article is written (if at the company), or the name of the company. Could also use both the name of the person and the company.
- **Subject:** This is basically the meta description field. Briefly describe the article in a short sentence or two and try to use related keywords, but only in a way that flows nicely. This description may show up in the search engine listings.
- **Keywords:** Add in any keywords related to the document on which you want to rank in the search engines. Separate each by commas.

2. You can then get additional options by clicking on **Additional Metadata....**

Everything should auto-populate from the previous screen, except for the following fields:

- **Author Title:** Fill in the person's title if you used a specific company representative in the "Author" section.
- **Description Writer:** This gives you the opportunity to add in another person who authored the title, but it's not that important for SEO, so we would only recommend using it if it serves another purpose for you internally.

The following fields will also be blank, but don't have anything to do with SEO, so you only need to fill them in if you have copyright concerns:

- **Copyright Status:**
- **Copyright Notice:**
- **Copyright Info URL:**

3. Name the file something related to its contents and containing a keyword on which you want to rank in the search engines.

4. It's better to write from an original word document than to scan something whenever possible.

5. Try to compress the file's size, which will also help with download time and bandwidth issues. To do so when pdf-printing from a Word document:

- a. **File >> Print**
- b. Select **Adobe PDF** as your Printer Name.
- c. Choose **Properties**. This pulls up Adobe PDF Document Properties.
- d. Choose the **Adobe PDF Settings** tab.
- e. Next to **Default Settings**, click **Edit**.
- f. Under **Resolution**, change **dots per inch**. For a text-based document 300 ought to be plenty.

If you're scanning, compression is even more important. Play with your scanner's settings to get the lowest possible sized file with acceptable reading / viewing quality.

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