

# ON-PAGE SEO

HOW TO ANALYZE YOUR SEO PROJECT BEFORE YOU GET STARTED

# You Need Solid On-Page To Rank!

- There's no skipping this step
- You cant rank high with weak on-page SEO
- Resources included at the end
- Look over the shoulder live audits being done!

# Google is Watching You! (your site)

- The Google AI components are spying on your site through users!
- UX, UI, Bounce Rates, User Behaviour etc.
- Data from an Audit is priceless!

# On-Page SEO Ranking Factors (summary)

- Google relies heavily on Artificial Intelligence (deep learning)
- Rank Brain! ...built into the core Google ranking algorithm.
- The AI is being trained by real users (humans) using Chrome browser

# Quality Score

- This is an internal metric Google uses
- A primary ranking factor
- Comprises of different elements / variables
- Each website has an Entity Database (Panda Algorithm)
- High Quality Score = High Rankings
- Satisfy Users should be your goal. Don't let them leave fast!
- SERP Metrics CTR (Click Through Rate) on your Search Result
- On-Page User Metrics
- Backlink Metrics – Clicks, Link Velocity, Anchor Ratios... the list goes on.

# Other Metrics to Audit

- Domain Age
- Clean Backlink Profile, Penalties
- Canonicals
- Robots.txt
- .htaccess file
- Friendly URLs - no ugly URL parameters... [sitename.com/pagename?var=xyz](http://sitename.com/pagename?var=xyz)
- Sitemaps

# Internal Linking

- Internal Backlinks (this is not other sites linking to you)
- Most important pages should have the most internal links pointing to them
- Use the right keywords when linking internally to pages
- You CAN go anchor keyword crazy
- No issues for over-optimization or any penalty for this

# Checking if a Site is Indexed or Penalized

- Query these in Google (and see where or if - you show up in results)
  - site:domain.com
  - domain.com
  - domain com
  - Cut paste main title tags from site
- Two Kinds of Google Penalty Notices (inside Search Console)
  - Action Against Site (very severe) – loss of all traffic / de-indexation of site
  - Action Against Links (less severe) – loss of some traffic drops on multiple pages or sitewide
- How to get out of a Google Penalty



# SSL Certificate

- Builds Trust
- HTTPS vs HTTP
- Is Good for SEO
- The Big Red Screen

# On-Site Content Quality

- Write Amazing Content
- Optimize Content
- Real natural backlinks from others in your industry
- No duplicate content (copying from other sites)
- No internal duplicate content
- Original topical articles (don't repeat too much content across pages)...  
avoid multiple articles – build an app, how to build an app, building an app
- Can use for SILOing content to your advantage

# Checklist for Creating Content

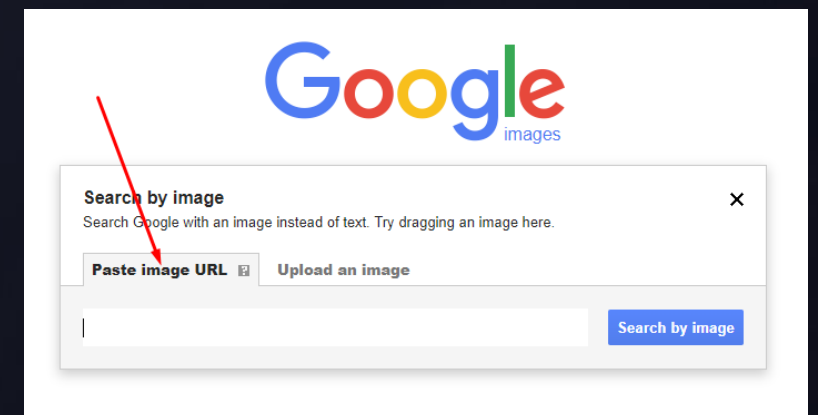
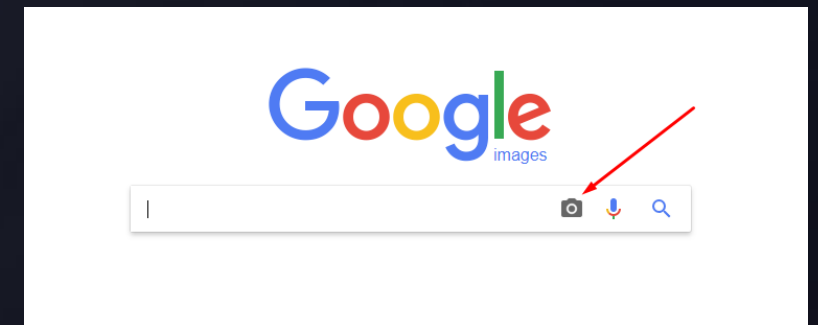
- Google finds the original version of content on your site first!
- Original Images in content (tricks to optimize – flip, photoshop, youtube)
- Minimum 800 words – Ideal 1250 to 3000 words
- 5 images in each post
- 1 video embed
- 4 or more words in Title
- 1 H1 tag (ideal to have one)
- ..Then the H2, H3, H4 tags (with multiple LSI keywords)
- Proper Grammar and Spellings (use Grammarly browser extension – free!)
- Relevant Supplementary Content (accordions, sidebar etc)

# Title and META Tags - Optimization

- Optimize Title Tags
- Keywords to the left
- Catchy Titles for better CTR will boost
- Unique Title Tag across pages
- Avoid spammy titles
- Avoid Content Spinners
- Bad content decreases user engagement
- Proper Meta Description, H1, H2, H3, H4 tags with LSI Keywords

# Images & Videos (Rich Media)

- You need Unique Images!
- Alter them and modify to make original!
- Photoshop them
- Youtube Screen grabs from related videos
- How To check if image is unique →
- Image ALT Tags, Filenames, Captions
- ...with Keywords
- Have more images on the page!



# Number of Words in Content

- 1250 to 1300 words is Good
- Long Content Pages for tough Keywords 3000 to 5000 words
- Average per-page Content (anything below 500 is bad)

# Keyword Density

- 1% to 2% sometimes 3% to 4% is OK
- Measure with LSI Keywords
- Don't BOLD keywords etc. (Penguin over-optimization)
- Term Frequency - Inverse Document Frequency (TF-IDF)
- Best way to check what this percentage in your niche - Look at top 10 sites Keyword Density!

# Rich Media Embeds

- Multimedia / Rich Media Embeds
- Podcasts
- Videos
- Powerpoints



# Internal Contextual Links & Internal Links

- I've said it before... but this is very important!
- SILO structuring your site the right way (advanced topic)
- Google sees how people navigate and click around on your site
- Telling Google what your most important pages are to rank
- Contextual Links are the most powerful links
- Sitewide Links – Footer, Menu, Sidebar, Widgets etc.
- SILO site with related links in Sidebar widgets
- Create Topical Clusters of Interlinked Pages

# Duplicate and Spammy Content

- Avoid mass Page Generators
- Content Spinners
- Doorway pages
- Google can smell them from a mile
- Avoid Duplicate text units across your site

# Content Freshness

- Your site needs regular fresh Content (blog area / main site)
- More-so in Hot Niches!
- Example: SEO industry vs Locksmith site

# Content Visibility On The Page

- Don't hide content!
- Don't have too much Secondary content
- Don't use images to hide content
- Don't have too many ads above the fold
- Don't have thin content above the fold
- Google's Fred Update... is said to target ad-heavy sites having thin content value

# Outbound Links (OBLs)

- Link out to other Industry Sites
- Link to sites in your niche
- Link to news on top News sites related to your niche
- Builds Trust signals!

# Content Layout

- Each page must have a function – read, optin, etc.
- Proper code quality - HTML, CSS, PHP etc
- Mobile Issues
- Deprecated code
- Overlapping Text
- Exploding Images
- No Hidden Text

# How Does Google Evaluate a New Page?

- Answer: The Google Dance
- Google does not “trust” a new page immediately
- Gives the page a random push up and checks User Interaction with that page
- Feeds the page into the AI and checks against other pages ranking with this new page

# Usability & Structural Issues

- Navigational Issues – Menu, Sidebar, widgets, Internal Links, 404s, footer links, Main Menu, Internal Links, Related Links Relevant to Content, Related OBLs, Related Categories, Supplementary Content is OK (accordions, sidebars etc)
- A Blog helps you establish trust (and Google rewards you)
- Schema Markup Tags
- Click Depth To Homepage
- SILO structuring (we keep seeing this mentioned!)
- Must Have Pages – TOS, Disclaimer, Privacy Policy, FAQs etc



# Miscellaneous Factors...

- Bounce Rates and Dwell Times are important!
- Bounce Rate – Less than 55%
- 0 to 10 Second Engagement Time
- 2+ Page Visits per user on Average
- ... These are Healthy Metrics!
- Any notices inside Search Console?
- Check for sudden traffic drops?
- Excessive Broken Links in your site (check Search Console data)

# What Keywords is the site Ranking for?

- Go into Search Console to get this data
- You may want to target these initially
- ... these are trusted keywords so Low Hanging Fruits!

# Fast Loading Site!

- Page Speed / Site Loading speed is VERY important now!
- Check both Mobile and Desktop!
- Two Precious Tools...
  - [tools.pingdom.com](https://tools.pingdom.com)
  - [WebPageTest.org](https://www.webpagetest.org)
- CDN (Content Delivery Network) to speed up site
- Good Hosting!
- Good Site Uptime

# Local SEO & Ranking in Google Maps

- Local SEO is Different from Organic SEO
- Factors for Ranking in Google Local, Google Maps, 3 Pack etc. – Differ from Organic Ranking Factors!
- NAP (Name Address Location) Consistency in Citations you build
- Contact Us Page and Footer with NAP Data, Embedded Google Map, Directions, Business Hours, Photographs
- Driving Directions from Popular Spots in and around the Area