On-page SEO set-up

Arranging web content for orgnanic traffic

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What is an on-page SEO

- On-page SEO is the practice of optimizing individual web pages

- in order to **rank higher** and **earn more relevant traffic** in search engines

- Winning in SEO is like *winning a car race*. Your onsite SEO is your car and the links are the gas you put in it.

- If you don't build a good car, it's simply not going to go anywhere despite the best gas.

Content creation

- Survey your keywords and group those with similar topics and intent. Those groups will be your pages, rather than creating individual pages for every keyword variation.

- If you haven't done so already, evaluate the SERP for each keyword or group of keywords to determine what type and format your content should be.
    - Are they image- or video-heavy?
    - Is the content long-form or short and concise?
    - Is the content formatted in lists, bullets, or paragraphs?
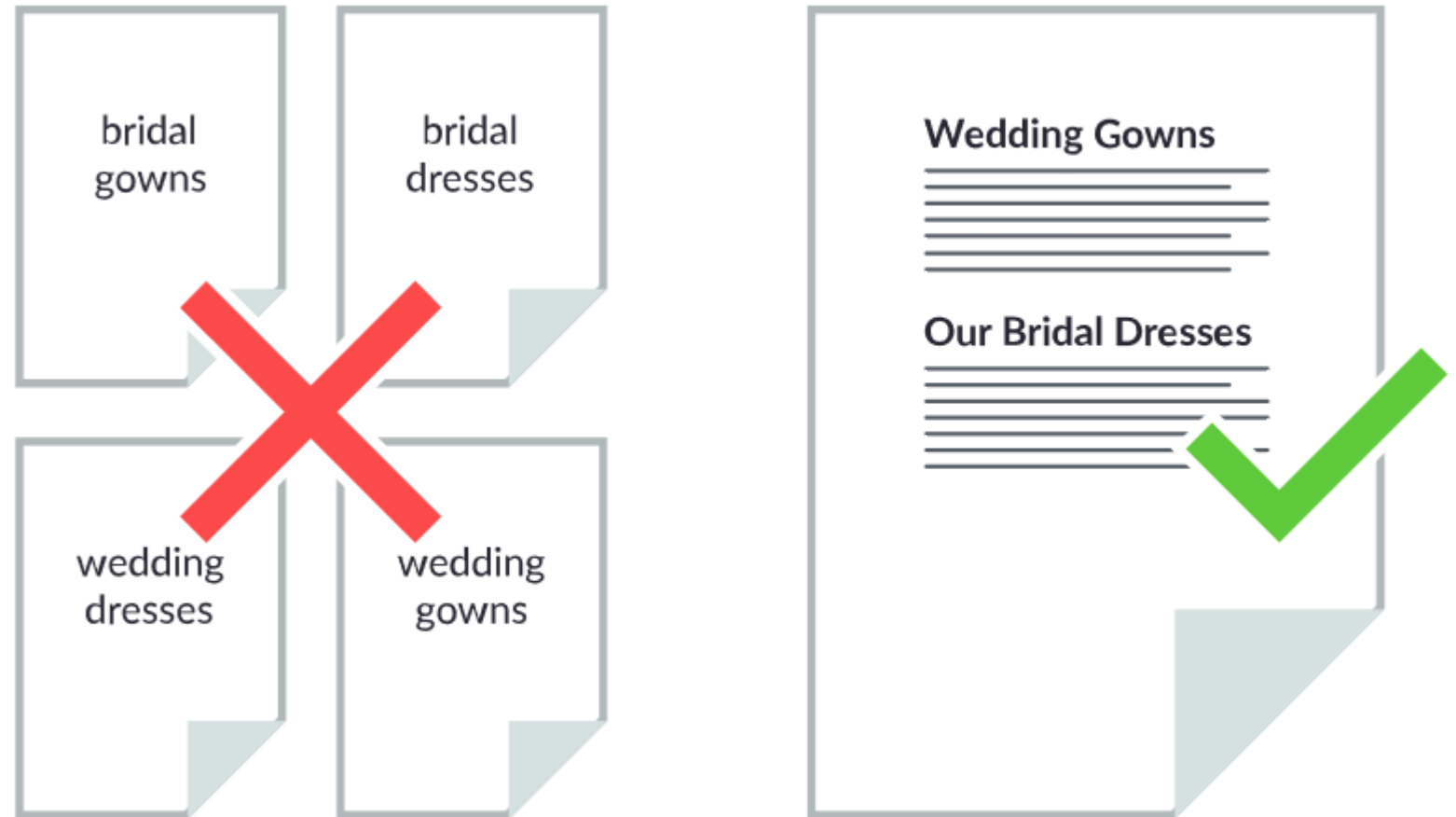
Content creation

- **Low-value tactics to avoid**
  - **Thin content**
    - While it's common for a website to have unique pages on different topics, an older content strategy was to create a page for every single iteration of your keywords in order to rank on page 1 for those highly specific queries.

    - For example, if you were selling bridal dresses, you might have created individual pages for bridal gowns, bridal dresses, wedding gowns, and wedding dresses, even if each page was essentially saying the same thing.

Content creation

- **Low-value tactics to avoid**
  - **Thin content**

Source: Moz.com

Content creation

- **Low-value tactics to avoid**
  - **Keyword stuffing**

Dog Walking Services Los Angeles

Experienced LA Dog Walker

If you are looking for an **experienced dog walker in Los Angeles**, you've come to the right place! I **walk dogs in Los Angeles** of all shapes and sizes. Many people have busy schedules and do not have time to **walk their dogs in LA**, but our **Los Angeles dog walking service** is here to help!

Source: Moz.com

Content creation

- **Good practice**
  - **Skyscraper or so called 10x content**
    - Google ranks pages highly because it has determined they are the best answers to the searcher's questions. In today's search engine, it's not enough that your page isn't duplicate, spamming, or broken.

    - Your page has to provide value to searchers and be better than any other page Google is currently serving as the answer to a particular query. Here's a simple formula for content creation

Content creation

- **Good practice**
  - **Wordcount**
    - There is a debate on how many words per page is optimal.
    - No one has the exact number, because this matters on a per-niche and per-keyword basis.
    - For example, pages in the health niche, typically require more words to rank than others.
    - In general, the recommended way to determine an optimal word count is to look at the pages ranking on page 1 and hitting the average (or perhaps a little bit higher).

Content creation

- **Good practice**
  - **Synonyms**
    - Synonyms are the most under-utilized tool in the on-page arsenal. Use synonyms to establish semantic relevance for a page without risking over-optimization.
    - In the dog training example, we can use the following words instead of "dog" and "training":
    - canine, k9, puppy, pooch, obedience, learning, instruction
    - If our page is going after "dog training", we can use "canine" and "instruction" with no abandon
    - We don't care if we're over-optimized for these keywords because hardly anyone is searching for "canine instruction." But by using these words we're establishing a high degree of relevance for the page.

High priority keyword placements

- **URL = Uniform Resource Locator** (URL), colloquially termed a web address

- **EMD = Exact Match Domain**
  - uses the exact keyword for the domain name
  - If the keyword that we target is „dog training", the EMD would be www.dogtraining.com or dog-training.com
  - EMDs in the recent years have been devalued by Google
  - They still work well, but they have a much higher chance of getting hit with over-optimization problems
  - To avoid over-optimization penalties we need to choose **anchor text** correctly.

High priority keyword placements

- **PMD = Partial Match Domain**
  - uses the target keywords but adds additional words between or around them
  - If the keyword that we target is „dog training", the PMD would be mydogtrainingguide.com or trainingyourdog.com or even dogmasterpros.com
  - having one word of the keyword phrase is enough to put you in the PMD category

- **Branded domain**
  - includes none of the target keywords in the domain name
  - most of the major domains that Google loves like WebMD, Forbes, Amazon, Wikipedia, etc. are branded domains
  - they provide the most leeway against penalization and then enable you to send Branded anchor text from your links, which Google also loves.

High priority keyword placements

- **Title meta tag**
  - the most important on-page element for keyword placement
  - It is a place where your <title></title> HTML is placed
  - most webmasters use the popular Wordpress Plug-In's "All-in -One SEO", "Yoast", or "Rank Math" to create individual titles for each page
  - historically, people used to simply spam this field with their keywords
  - for example, "**Dog training tips | Dog training guide | Learn how to train your dog**„
  - nowadays, you want it to be readable to the user and you want to use the keywords sparingly
  - ideally we should creat unique title for each page on the website
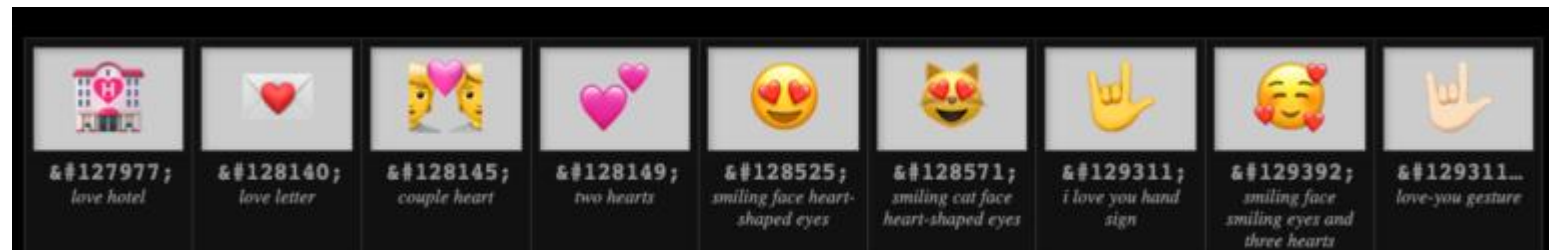
High priority keyword placements

- **Using emojis in the title meta tag**
  - Emojis cannot be inserted to the title tag just by typing on keyboard
  - WordPress plugin SEO by Yoast is necessary
  - We need to find code for emoji we like
  - This code needs to be pasted into the title or meta description tag

Source: Searchenginejournal.com

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High priority keyword placements

- **Header tags**
  - the actual headlines that tell our readers what our content is about and are intended for **dividing up sections** of your topic
  - <h1>, <h2> and <h3> tags are used to inform Google about the main and sub-topics of your page
  - in the past, these fields were spammed and abused as an easy way to tell Google what you want to rank for
  - include your target keyword only once in one <h1> tag as a part of a larger phrase (not just the keyword)

Using multiple keywords within a page

- **Header tags**
  - when it comes to onsite optimization, certain places are more valuable to have your keywords in than others.
  - Priority of keyword placement according to Diggity Marketing:
    - 1.URL
    - 2.SEO Title Tag (i.e.: <TITLE></TITLE>)
    - 3.H1 (i.e.: Page title)
    - 4.H2, H3, H4…
    - 5.Content

Placing outgoing links

- **Header tags**
  - when it comes to onsite optimization, certain places are more valuable to have your keywords in than others.
  - Priority of keyword placement according to Diggity Marketing:
    - 1.URL
    - 2.SEO Title Tag (i.e.: <TITLE></TITLE>)
    - 3.H1 (i.e.: Page title)
    - 4.H2, H3, H4...
    - 5.Content

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