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On-Page SEO Secrets (Part 2)

Add Keyword In Your Image File Names

Search engines read image file names to help them better understand your content. So, use variations of your target keyword instead of generic file names.

Examples:

- Correct: seo.jpg
- Incorrect: image89865040.jpg (meaningless to search engines.)

Use Hyphens To Separate Image File Names

Always use hyphens to separate words in image files. Google has stated that hyphens will help them understand the file name better.

Example:

- Correct: seo-company-los-angeles.jpg
- Incorrect: seocompanylosangeles.jpg (might confuse the search engine)

Image Alt Tags

Make sure that all your images have an "Alt Tag." Since search engines can't see images like a humans can, they look for alt tags (alternative text).

An "alt tag" is a short description of the image found in the image's source code. Alt tags help search engines better understand the images that you're showing your users.

Add Keyword Image Alt Tag

Add the exact keyword to at least one image alt tag on your web page (high up on the page is preferred.) This will help search engines understand the topic of this page. The more search engines understand your page, the more optimized it becomes.

Don't over do this. Adding your exact keyword to one alt tag is enough. Add variations of your keyword to other alt tags on the page. This could mean rearranging your keyword or adding more words to your keyword in other alt tags.

Social Sharing Buttons (Twitter)

A Twitter share button is different than a Twitter follow button. A Twitter share button allows people to easily share your page on their Twitter account. A Twitter follow button allows user to easily follow you on Twitter.

The more social shares your website has, the more important it will look to search engines.

Facebook Social Sharing Button

Adding a Facebook "like" or share button to this page will make it very easy for your visitors to share your page on their Facebook wall. In turn, this will allow more people to find your page, share it and link to it.

This social signal is NOT referring to the number of "likes" your company's Facebook page has. It refers to the number of shares or "likes" a particular web page has on Facebook.

Google has said that Facebook shares and "likes" does not directly influence your rankings in Google (but they could be saying this to try to stop spam on social media.)

Even still, the number of links from Facebook to your web pages is a huge signal to Google that tells them how important the content on your page is. Yahoo & Bing rely heavily on social signals from Facebook and Twitter.

Google + Social Shares

The number of times your page is shared on Google+ won't directly affect your rankings in Google; however, this will help you earn more links. Google + sends positive signals to search engines telling them that your page has informative content.

Use Your Blog

SEO and authority is heavily influenced by how much your website grows with great content. Your blog is the best way to grow your website.

Constantly adding quality content to your website is a positive signal to search engines. If there's a blog somewhere on your website, make sure that you update it often and link to it on your homepage.

If you don't have a blog, then create one now. Link to it in the footer of your website and naturally in your content.

Compression

Make sure that your web server uses compression (e.g., gzip) to lessen data usage. Enabling compression on your server is an easy way to reduce your site's data size and make it load faster.

Ways to fix this:

- Use managed WordPress hosting
- Install Gzip plugin

Markup Validation

Make sure that you have clean HTML and/or source code on your website. This is a great way to make sure search engines can easily crawl, understand, and properly index a page.

Poorly written code makes it more difficult for search engines to crawl and understand. So, make it easy on them by making sure that your page is W3C validated. A W3C valid page means it meets the industry standard requirements for clean source code.

Check your source code here: <https://validator.w3.org>

Have your web developer or a freelancer to fix any errors you find.

HTML to Text Ratio

Don't make Google read through too much HTML just to find bits and pieces of your content. At least 25% of your web page's source code should be text, not HTML.

An easy around this is to write a lot of content on your pages. The more content you have, the more relevant your pages are to Google and you'll rank higher.

Page Speed

A page that loads too slowly can cause a high bounce rate, which can result in lower rankings. So, a slow loading page is a negative signal to search engines that users may get annoyed with their search results because the page they clicked on takes too long to load.

Be careful adding too many:

- Videos (especially embed videos from YouTube)
- Large images (always resize and compress images)
- Too Many Social Media Widgets

Too Many File Requests (HTTP Requests)

Too many file requests can drastically slow down the time it takes to load your web pages. Keep your file requests to a minimum.

- Videos Embed (iFrames)
- Plugins
- Scripts / Java scripts (Google analytics, Google Maps, Trackers, etc..)
- Facebook widgets
- Twitter widgets

Indexed Pages

The size of your website directly impacts the authority your website has. Continually adding more pages with quality content will help increase the size of your website which will increase the rankings of your web page.

You can easily add more pages by using your blog daily.

SSL

Providing secure access to your site is a key signal to Google that your site is high quality and safe. Purchase an SSL certificate and install it with your hosting provider.

Domain Age

In the eyes of major search engines, an older domain has more authority than a newer domain.

It's important to note that newer domains outrank older domains all the time because they are better optimized and hold more authority in other ways.

If you have new domain, focus on the other on-page optimization strategies I've mentioned. Having a newer domain won't hurt you, but it will just give older domains a slight advantage.

Domain Expiration Date

A domain set to expire in less than a year could send a bad signal to search engines that your website could be deleted soon because the content is no longer valid, or the content is spammy.

Google made this statement:

"Certain signals may be used to distinguish between illegitimate and legitimate domains. For example, domains can be renewed up to a period of 10 years. Valuable (legitimate) domains are often paid for several years in advance, while doorway (illegitimate) domains rarely are used for more than a year. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain and, thus, the documents associated therewith."

Source: <https://www.google.com.na/patents/WO2005033978A1?cl=en>

Set Preferred Domain

Setting a preferred domain tells search engines that you either prefer to have "www" at the beginning of your domain or not. Google search console and web hosting will handle this.

HTML Sitemap

A HTML sitemap helps people find all of the amazing content on your website.

If people can find every page on your website, this will help people interact with your website longer which will decrease your bounce rate and improve your rankings.

It's common practice to include a sitemap in your footer and naming it "sitemap" or "sitemap.html." Sitemaps are also useful if someone gets lost on your website or they're looking for a certain page.

- <https://wordpress.org/plugins/wp-sitemap-page/>

XML Sitemap

A sitemap.xml helps Google, Yahoo, and Bing find all the pages on your website and index them. This impacts the authority of your website because the more pages you have indexed by Google, the more important your website seems.

- <https://wordpress.org/plugins/google-sitemap-generator/>

Congratulations! You've completed our on-page SEO video course!

After you complete all the steps above, you're ready to move on to our off-page SEO video course. Off-page SEO is the final step to ranking your website fast within Google search. Off-page SEO involves creating and earning backlinks to your website. Enroll in that video course now to get started.

Thank you for watching.

-Kent Mauresmo

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