On-Page SEO Secrets (Part 1)

SEO Friendly URL

People and search engines should be able to read your URL. Avoid very long URLS with numbers and hyphens (main website's URL).

Keyword In URL

Search engines read your URL to understand what your page is about. Include your target keyword in your main URL (if possible), and within your page URLS.

No Underscores in URL

Google recommends that you use hyphens to separate words in your URL. This will help their algorithm understand the words on the page. Avoid using underscores or combining the words together. By default, WordPress uses hyphens.

Keep Your Pages Close To The Top Level Domain

Pages in the root directory will seem more important than pages in a subfolder.

- website.com/seo-services-los-angeles
- website.com/services/los-angeles/seo

Add Keyword In Title Tags

Add your keyword first. This is a strong signal for search engines. People will also see your title tags within Google search. If the title tag matches what the user is looking for, they're more likely to click on your website.

- Don't repeat the keyword multiple times in your title tag (spammy)
- Every page on your website should have an unique title tag targeting the pages keyword.
- Keep title tags under 55 characters, or else it might get cut off and the entire tag won't be displayed. Also if your title tag is too long and is cut off, Google may completely change your title tag to something shorter that they "think" is better….it's usually not better.

Add Your Exact Keyword In Your Description Tag

Google bolds keywords in your description tag. If people see the bolded keywords that they're searching for in the description tag, they're more likely to click on your website. (CTR stands for "click through rate." The higher your click through rate, the higher you'll rank in Google. That explains why most people that rank at the top of page#1 of Google usually stay there.)

Every description tag on your website should be unique because each page on your website should be unique. Don't use the same description tag across your entire website because that could signal that all your pages are about the exact same thing.

You Need an H1 tag, H2 tag, and H3 tag on all your pages

The most important heading tags are H1 - H3. Google looks at your heading tags to determine what your entire page is about.

The heading 1 tag is the most important tag, and heading 2 and heading 3 are the subheadings.

- H1 Tag (one)
- H2 Tag (one)
- H3 Tag (multiple)

Add Keywords In Your Heading Tags

Google is trying to figure out what your page is about. Google looks at your title tag, description tag, and heading tags to decide what keywords to rank your page for.

For the best results, you should add your keyword at the beginning of your H1 tag, and include your keyword within your H2 tag

Example:

- SEO Company Los Angeles (H1)
- SEO Company in Los Angeles & Beverly Hills (H2) **

"Stop words" will allow you use your keyword twice without sounding repetitive. A "stop word" is a commonly used word that search engines are programmed to ignore when indexing websites for searching, and when retrieving websites as a result of a search query.

Remove Duplicate Heading Tags

Don't repeat your heading tags (especially your H1 & H2 tags.) Duplicate heading tags can confuse the search engines.

Example:

Imagine each page on your website as a mini book:

- H1 tag (title of your book)
- H2 tag (subtitle of your book)

If your book has multiple titles and subtitles, then how can you expect people to know what your book is about?

Add Lots of Content (Words per page)
Studies have shown that having 2,000 - 3,000 words on your page will improve your rankings. Google likes to provide its users with high quality content which is one of the reasons Wikipedia ranks so high because it has a lot of words per page.

Most people only write 400 words per page, so this is an easy way to jump past all your lazy competitors. Make sure that your content is original and actually engaging. Then people will share your content on social media, use it as a resource, or link back to your article.

You can break up your content using small paragraphs, images, videos, or infographics too so it's not a huge wall of text. This will make it easier for people to read or scan through.

Emphasize Your Keywords
Bold your keyword within your article. This will help your keyword stand out to your users, and it will stand out to Google as well.

Use Your Keyword Within The First Paragraph
Use your exact keyword phrase within the first paragraph (or even the first sentence.)

This will signal to search engines that body text on the page is actually about your target keyword.

Keyword as Anchor Text
Link to another web page with a similar topic that compliments your page. You obviously should not link to any website that could be a potential competitor because then you'll be improving your competitors SEO by giving them a backlink.

You should link to websites like wikipedia, colleges/universities, Forbes, New York Times, LA Times, or any other news outlets.

Congratulations! You've Completed Part 1 of Our On-Page SEO course

Implement these SEO strategies today on all your pages and you'll see dramatic results.

When you're finished, you can move on to part 2 of this course. I'll see you there!

-Kent Mauresmo
http://seonoble.com