ALL YOU NEED TO KNOW ABOUT **ON-PAGE SEO**

Presented by:
Joe Roppo

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SEO | WEB DESIGN | BRANDING | PHOTOGRAPHY | SOCIAL MEDIA

Who We Are

OUR BUSINESS
IS TO GET
YOUR BUSINESS
NOTICED

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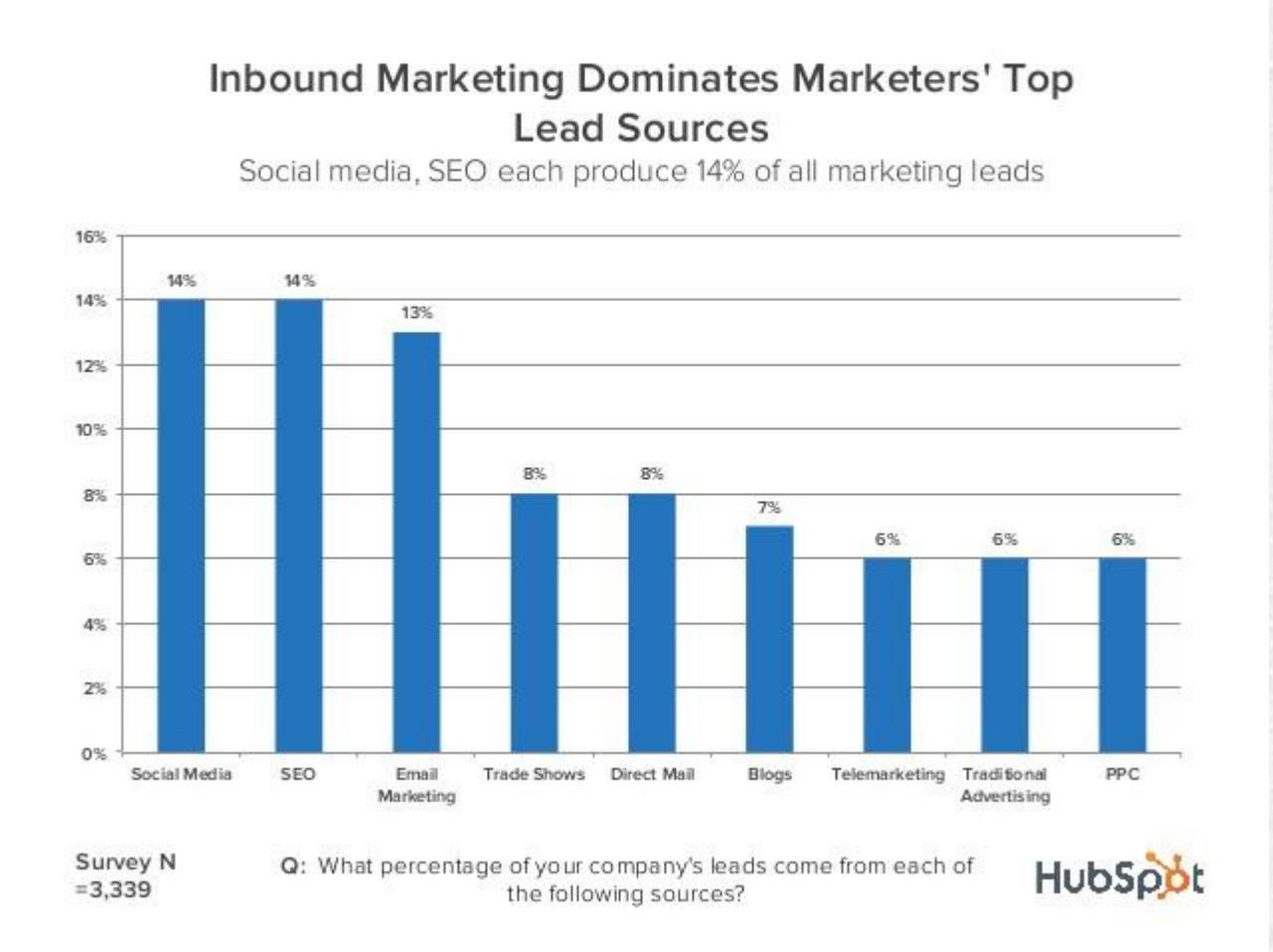
SEO

- **What is Search Engine Optimization (SEO)?**
  - Search Engine Optimization (SEO) refers to an inbound, internet marketing, lead generation strategy that helps your website rank higher in search engines.
  - Ranking higher in search engines will make your website more visible to people who are looking for your product or services on the internet
  - SEO also offers:
    - Efficient cost per lead
    - Long-term lead generation
    - Tangible Results

SEO



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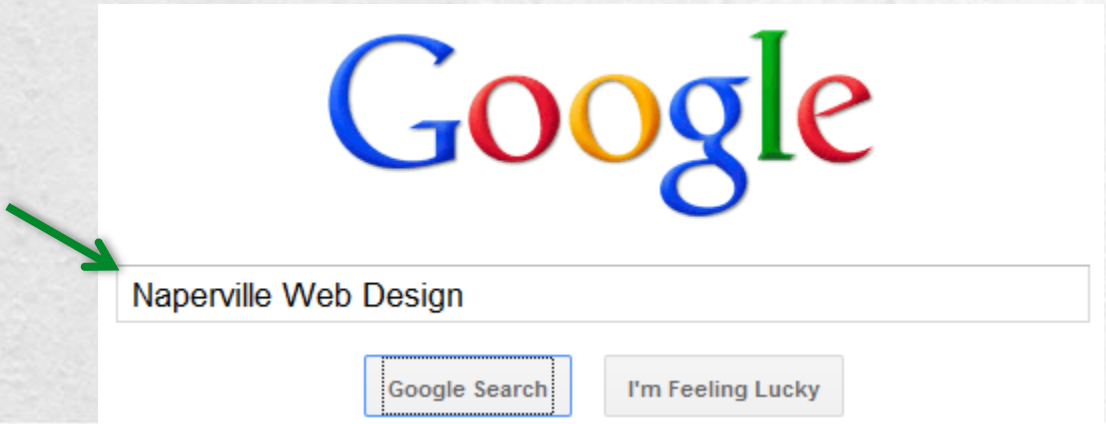
Topics Covered

- Keyword Research & Analysis
- Permalink/URL Structure
- Page Content/Post Content
- Images
- Title Tags & Meta Tags



Keyword Research

Keywords - Search Terms that people are using to find a product a service

Google Keyword Tool – best way to identify keyword ideas

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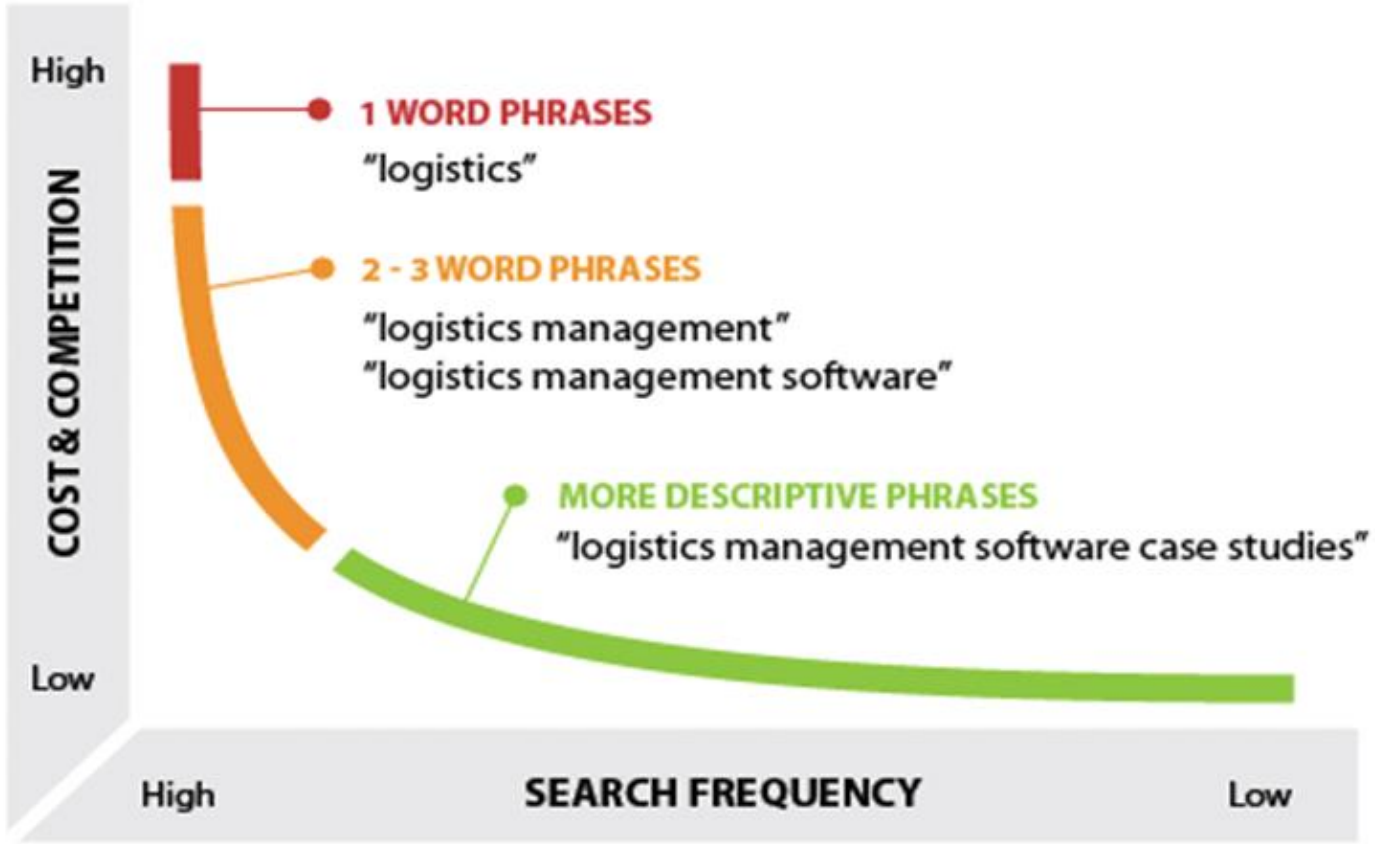
Keyword Research

- Try to choose the keywords that offer search volume
- If there are many keyword options, use ‘competition’ to choose your keywords
  - Your target audience will be an important factor in choosing the right keywords
    - National products or services
      - Ex: “Trade Show Displays”, “Sales Training”, “Car Repair Software”
    - Local products or services
      - Ex: “Hair Salon in Naperville”, “Divorce Lawyer in Chicago”, “Downers Grove Garage Door Repair”
- Long-tail keywords offer the best opportunity to rank high in search engines

Long Tail SEO



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Keyword Research Cont'd.

- Keyword Analysis
  - Search Volumes
    - Avg. Monthly Searches
      - Number of Google Searches for that keyword per month, in the U.S.A.
  - Competition
    - How many websites are targeting/want to be found for that keyword?
      - Do a Google search of:
        - allintitle: keyword

On-Page SEO

Where do I use these Keywords?

- Permalink/URL
- Page/Post Content
- Header Tags (H1, H2, H3)
- Image Names
- Titles Tags
- Meta Description Tags
- Keyword Tags

Permalink/URL

- Keyword should be used in the Permalink/URL of the website page that focuses on product/service
  - Separated by dashes (-)
    - Good:
      - www.designandpromote.com/website-content-writing-services
      - www.combinedresources.us/paper-recycling
      - www.aladdindoors.com/garage-door-repair-durham
    - Bad:
      - www.numinagroup.com/index.php?option=com_content&view=article&id=1&Itemid=174
      - www.verybestbaking.com/recipes/detail.aspx?ID=143667
      - www.hirank.com/internet_marketing_consultants

Page/Post Content

- Content is King
  - Google puts a lot of weight into your page content as a factor in Search Engine Rankings
    - Original Content
    - Quantity/Quality
      - At least 300-400 words that speaks naturally to the products & services you offer
      - Keyword Density: ~2%
        - http://www.eastgatemanor.com/
        - http://www.eastgatemanor.com/our-services/
  - Blog Posts
    - Use keywords for “tags” if your blog offers them
    - Anchor Link Texts in blog posts

Page/Post Content Cont'd.

- Headers
  - Your h1/h2/h3 tags should have keywords
  - Example:
    - Choosing Combined Resources As Your **Paper Recycling** Specialist
    - Choose A **Refurbished HP DesignJet 500** For Quality Wide Format Printing
    - 3 Ways To Make **San Antonio Trade Show Booths** Unforgettable

http://www.designandpromote.com/social-media-management-strategies-for-your-business/
http://www.combinedresources.us/breaking-need-know-paper-recycling-chicago/
http://www.xtremexhibits.com/blog/3-ways-to-make-san-antonio-trade-show-booths-unforgettable/

Page/Post Content Cont'd.

- Images
  - Optimize images for the full benefits of on-page SEO
    - Image titles with keywords and dash separators
      - aurora-web-design-company.jpg
    - Alt/Associated text of images should be unique keyword phrases (no dash separators)
      - Aurora web design services
      - Web design in Aurora, IL

http://www.aectec.com/HP-DesignJet-1050C.htm

http://www.xtremexhibits.com/blog/3-ways-to-make-san-antonio-trade-show-booths-unforgettable/

Title Tags

Now #1 For “Naperville CPA” And 18% Sales Increase

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Title Tags

- Main Identity of Your Website
  - Title tags are the most important on-page SEO component
  - What do you want to be found for?
  - What is your website/page/post about?

- Rules/Guidelines
  - 60 Characters to use (most of the time 1 to 2 keywords)
  - Keywords
  - “-” or “|” separators
  - Most SEO power given to leading keyword

Title Tags Cont'd

- Good Title Tag Examples
  - Recycling Centers Chicago – Chicago Recycling Companies – CRI
  - Naperville Lawyers | Naperville Attorneys | Smith Law Firm
  - Naperville Estate Planning Attorney – Estate Planning Lawyer
  - Custom Designed Trade Show Displays – Skyline Exhibits
  - Social Media Strategies For Your Business | Design & Promote
    - http://www.designandpromote.com/social-media-management-strategies-for-your-business/
  - **Bad**:
    - Naperville Hair Salon | Hair Salon in Naperville, IL | Nail Salon Naperville | Naperville Spa | Hair Salon Naperville | Manicures Naperville | Pedicures Naperville | Massages Naperville | Haircuts Naperville
    - Home – Joe's Roofing – Naperville Roofing Contractor

Title Tags Cont'd

- What you need to change Title Tags:
  - WordPress Plugin: WordPress SEO
  - Joomla Plugin: Easy Front End SEO
  - HTML Site:
    - FileZilla/Dreamweaver
    - NotePad ++

Meta Description Tag

- **Rules/Guidelines**
  - Not a factor in Rankings
    - Do not spam with keywords
    - Do not use duplicate descriptions
  - 160 Characters
  - Call to Action
    - Chance to bring searchers to your website by capturing their interest with good Description.
  - Use the keyword that matches the Title Tag in description and it will show in search engines.
    - If you don’t, Google will randomly pull content from the page that it thinks is relevant

Meta Description Tag Cont'd

- **Good Meta Description:**
  - The Smith Law firm can guide you through the complexities of ***estate planning in Naperville***. Call us to get started.
  - ***Custom trade show displays*** help your exhibits stand out from the crowd and build your brand while lowering costs and adding flexibility. Contact us for more info.
  - ***The HP DesignJet 500*** is a popular discontinued ***printer*** that offers businesses a great value. Find one, along with service and support, in our online store.

- **No Meta Description**
  - You can also view http://tinyurl.com/nlk27. –North Park Village ***Recycling*** Station 5801 N Pulaski Rd, ***Chicago***, IL 60646. Open 9am-5pm. This *center* accepts ...

Keyword Meta Tags

- **Not a factor in Google Rankings**
- Can boost rank in Bing/Yahoo/Other little-used Search Engines
- Rules/Guidelines
  - 5 to 6 keywords
  - Separated by commas
- Example:
  - Naperville web design, web design services naperville, website design naperville, naperville web company
  - NOT: naperville, web, design, company, website, graphics, chicago

On-Page SEO Checklist

- Does each of these have a keyword?
  - Permalink/URL
  - Page/Post Content
  - Header Tags (H1, H2, H3)
  - Image Names
  - Titles Tags
  - Meta Description Tags
  - Keyword Tags

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On-Page SEO

- ***Keep this in mind as you work through all of the steps of On-page SEO***.

  - Your goal is to create a website that is useful, helpful, and interesting to PEOPLE, not trick the search engines. Those are the types of sites that search engines want to present first to their customers.

Questions?

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CONTACT

1952 McDowell Road Suite 100
Naperville, IL 60653
Phone: 630.995.7109

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