12 Key On-Page SEO Factors That Search Engines (And Users) Love

ON PAGE SEO GUIDE: THE BEST TIPS FROM THE PROS

Permalink: http://backlink.com/perfect-on-page-seo **Edit**

Add media: ▣ ▤ ♫ ✺

Visual | HTML

Heading 1

`<H1>TITLE</H1>`

▶
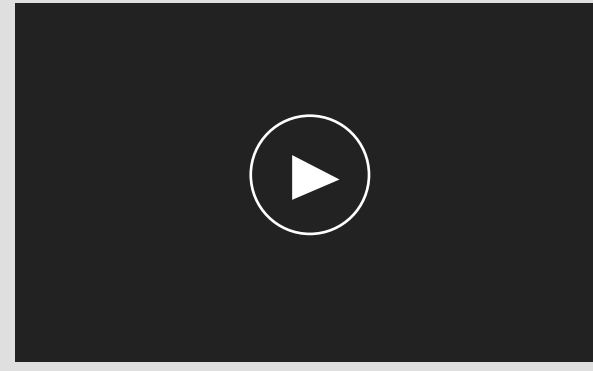
LOADING

Word Count : 1500

Likes and Shares

✓ Show Likes

✓ Show Sharing Buttons:

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1 Leverage SEO-Friendly Permalink URLs

You want your page's URL to be short and keyword rich. Avoid ugly URLs, like backlinko.com/p=123. Google has stated that the first 3-5 words in a URL are given the most weight.

2 Goal = Start Title with Keyword

Your title tag is the most influential on-page SEO element. An SEOMoz study found that pages that started their title with a keyword ranked higher than those with the keyword in the middle or end of the title.

3 Dazzle with Multimedia

Text can only take your content so far. Enganing images, videos and diagrams can reduce bounce rate and increase time on site: two user interaction-based Google ranking factors.

4 Use Outbound Links

Outbound links to related pages is a relavancy signal that helps Google zero-in on your page's topic. An industry study by SEOWizz.net found that adding outbound links with keywords to authority sites --like Harvard.edu and Wikipedia.org - boots a page's rank in Google.

5 Drop Keyword in First 100 Words

Your keyword should appear in the first 100-150 words of the article. Putting the keyword early in the content emphasizes that your article's content is about that keyword.

5A Long-Tails, Strong Sales

Don't ignore long-tail (specific) keywords, they make up 70% of content. Less searches, yes. But, they target people further in the conversion cycle. These people are looking for specific answers to these long queries. If you use them, they will come.

5B Quality Content Is King

Search engines rank content today based on how well relevant terms and proof terms are used together. Using proof terms to back up and expand on relevant keywords creates useful depth and happy readers who will share your smart content.

6 Wrap Your Title in an H1 Tag

The H1 tag is your "headline tag". Most blog platforms (like Wordpress) automatically add the H1 tag to your post title. But some themes override this setting. Check your site's code to make sure your title gets the H1 love it deserves.

7 Add Modifiers to Your Title

Adding modifiers like "2013", "best, "guide", and "review" can help you rank for long tall versions of your target keyword.

8 Post Long Content

The SEO adage "length is strength" was supported by a MicroSiteMasters.com industry study which found that longer content ranked significantly higher in Google.m Aim for at least 1500 words when targeting competititve keywords

9 Nail Loading Speed

Google is on the record as saying page loading speed is an important SEO ranking signal. You can boost your site speed by using a CDN, compressing images, and switching faster hosting. Make sure it lods in 4 seconds or less for your page to load: a study by MunchWeb that 75% of users wouldn't re-visit a site that took longer than a 4 second to load.

10 Use Social Sharing Buttons

Social signals are becoming a larger part of search engine algorithms. A study by BrightEdge found that prominent social sharing buttons can increase social sharing by up to 700%

11 Slash Bounce Rate

A bounce -- when a visitor quickly leaves your site -- is used by search engines to gauge a page's quality. Google can use the Google toolbar, Chrome browser, and Google Analytics data to determine a page's bounce rate. To lower your bounce rate add internal links with keywords, write compelling copy and invest in a clean site design.

12 Sprinkle LSI Keywords

LSI keywords are synonyms that Google uses to determine a page's relevancy (and possibly quality). Find LSI keywords using "Search Related to..." at the bottom of Google search results or by entering your keyboard into the Google Adwords Keyword Tool.

CQVOLUTION to Marketing

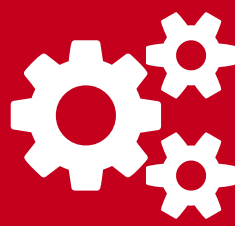## PHASE 1: RESEARCH PROCESS
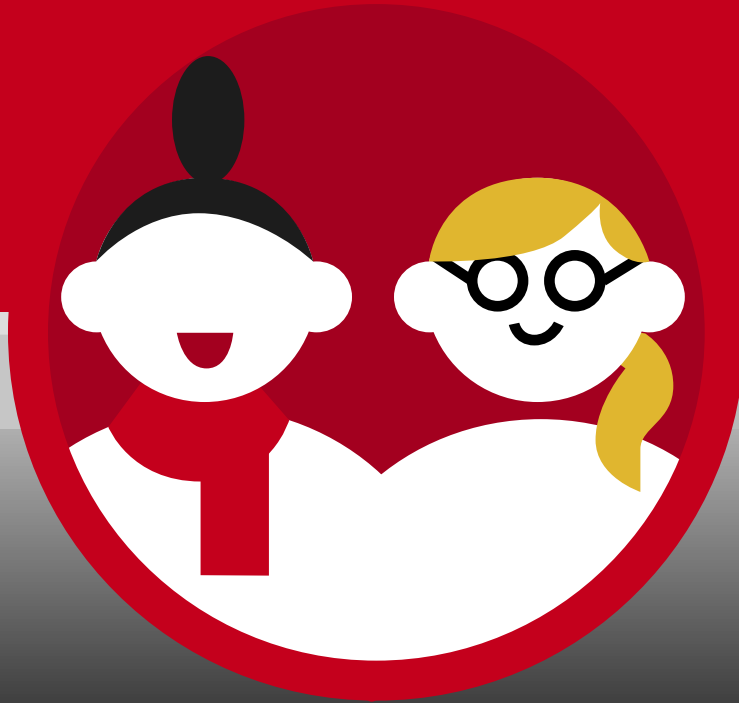
Brand Workshops

Weeks: 1-2 — 1

BRAND WORKSHEET

Use the brand workshop training sheet to fill in the gaps of your initial opinions or questions. Ask your client to do one as well.

Tool Suggestion: This can be held internally or externally

Vertical Analysis

Weeks: 2-3 — 2

STUDY INDUSTRY TRENDS

Do a deep dive into the vertical so you can better understand consumer behavior. Buy their product and critique.

Tool Suggestion: Google Trends
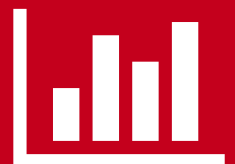
Content Analysis

Weeks: 2-3 — 3

Weeks: 3-4 — 4

LANDING PAGES

Study the landing pages and read through the content. Does the content match the brand's tone? Do you see plenty use of the focus keywords?

Tool Suggestion: Client Website or Mobile App/Blog

Site Analysis

BACK-END/FRONT-END

Site Analysis on the back and front end will give you an all around perspective of what we are working with. Remember if a site needs help first, that is step one.

Tool Suggestion: Screaming Frog

5

Historical Data

Weeks: 3-4 — 6

ANALYTICS

If accessible, go through the clients' previous analytics accounts and break down the past performance trends. Find out the pain points of last years performance.

Tool Suggestion: Google Analytics

Competitive Analysis

INTEGRATED TOOLS

Utilize 3 tools that can pull SEO, Social and SEM competitor analysis. You want to know what the competition is doing always.

Tool Suggestion: SpyFu

7

8

Submit Client Research Brief

Week: 4

Begin Strategy/ Proposal Process

Week: 5

AE CAPABILITES

Email   Blogging   Web Dev   Video   SEO   Paid Media   Print   Social Media

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to Marketing

PHASE 2:
STRATEGY PROCESS

PLATFORMS
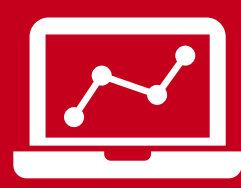
	SEO	SEM	SOCIAL	EMAIL	PRINT	VIDEO	DISPLAY
AWARENESS	✓	✓	✓		✓	✓	✓
BRANDING	✓		✓		✓	✓	
LEADS	✓	✓	✓	✓	✓	✓	
CONVERSIONS	✓	✓		✓			
TRAFFIC	✓	✓	✓	✓	✓	✓	✓
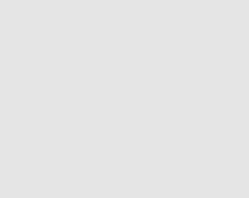
POSSIBLE OBJECTIVES
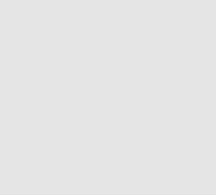
KPI'S/METRICS

SEO
- SESSIONS
- TIME ON SITE
- BOUNCE RATE
- PAGEVIEWS

SEM
- CLICKS
- CTR
- CPC
- COST
- ROI
- CPA
- IMPRESSIONS

SOCIAL
- CLICKS
- CTR
- REACH
- LIKES
- FREQUENCY
- CPC
- CPE

EMAIL
- SUBSCRIBERS
- UNSUBSCRIBERS
- OPEN RATE

PRINT
- CIRCULATION #S
- QR CODES
- INQUIRIES
- WEBSITE CODES

VIDEO
- VIEWS
- CLICKS
- VTR
- CTR
- % WATCHED IMPRESSIONS

DISPLAY
- IMPRESSIONS
- CLICKS
- CTR

ꊠ **AGENCY entourage**

5 PHASES OF MARKETING

RESEARCH

Ask: Are my goals feasible?

From Brand Workshops and Competitive Analysis to Keyword Research and Estimated Traffic Projections, Agency Entourage takes time to research your vertical and the market to decide if we can provide relevant traffic in the masses in alignment to your business goals.

STRATEGY

Ask: Does my strategy meet my goals?

After the research phase, Agency Entourage defines your audience targeting, budgets and keywords to align a cohesive strategy that synchronizes all selected marketing platforms.

CONTENT

Ask: Are all platforms sharing the same message?

It is imperative to have all platforms speaking the same language. From the tone of your content on your site and blogs, to the call to 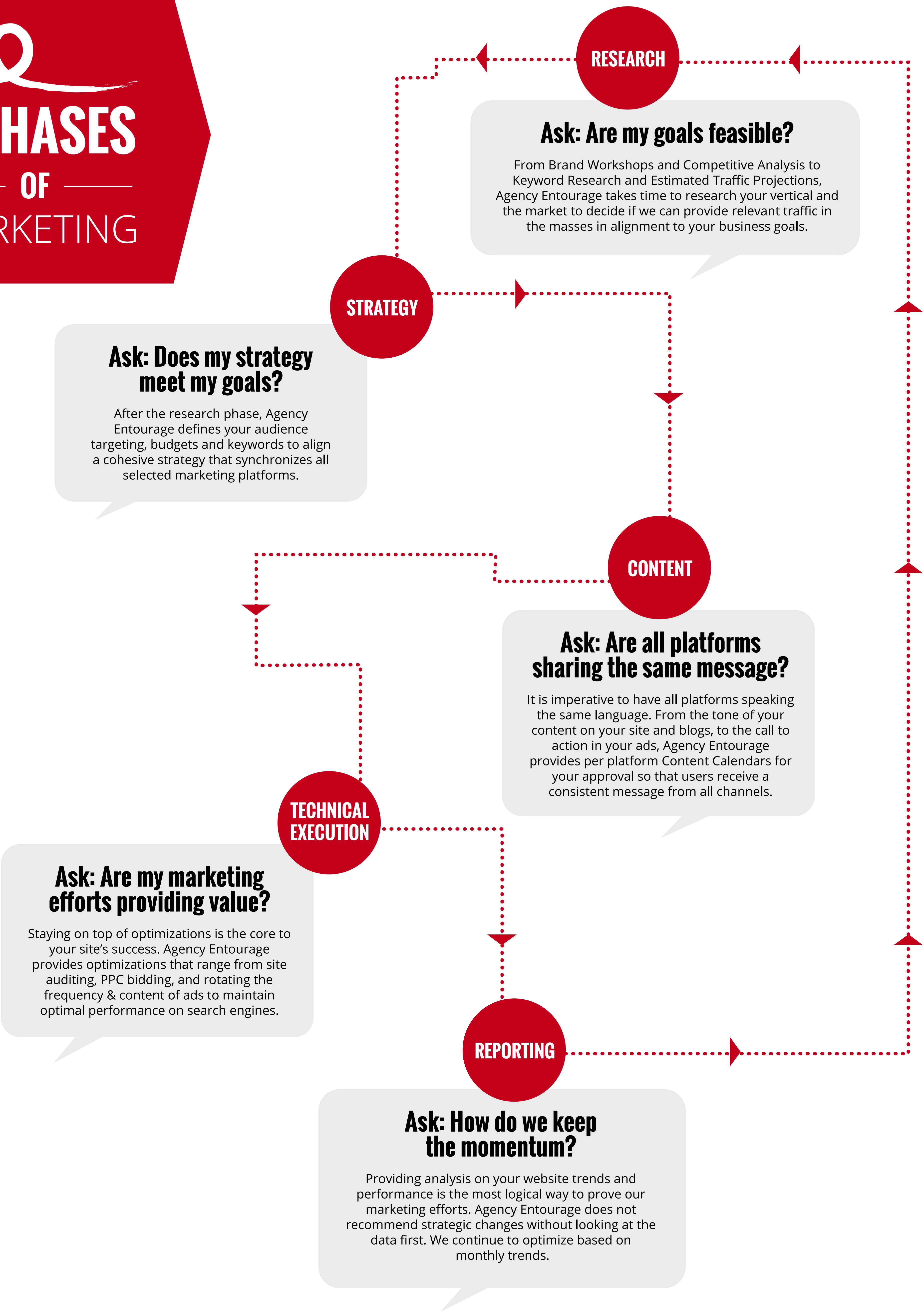action in your ads, Agency Entourage provides per platform Content Calendars for your approval so that users receive a consistent message from all channels.

TECHNICAL EXECUTION

Ask: Are my marketing efforts providing value?

Staying on top of optimizations is the core to your site's success. Agency Entourage provides optimizations that range from site auditing, PPC bidding, and rotating the frequency & content of ads to maintain optimal performance on search engines.

REPORTING

Ask: How do we keep the momentum?

Providing analysis on your website trends and performance is the most logical way to prove our marketing efforts. Agency Entourage does not recommend strategic changes without looking at the data first. We continue to optimize based on monthly trends.

AE CAPABILITES

Email | Blogging | Web Dev | Video | SEO | Paid Media | Print | Social Media

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AGENCY entourage