



DIGITAL MARKETING++

HOW TO DO ON-PAGE SEO

The Process





Educational Blueprint

Steps to Take

Perform Keyword Research

Separate Keyword Phrases

Optimize Content

Create New Content

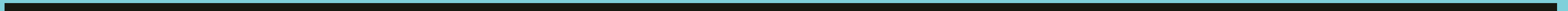


“

An Urgent Message

GOOD SEO WORK ONLY GETS BETTER OVER TIME. IT'S ONLY SEARCH ENGINE TRICKS THAT NEED TO KEEP CHANGING WHEN THE RANKING ALGORITHMS CHANGE.

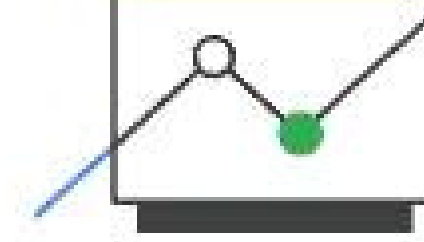
- JILL WHALEN





Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform

Keyword Research

It All Starts Here

The more time and effort you spend in keyword research the better your results will be and the easier the work becomes.



Google Keyword Planner



CREATE YOUR FREE ACCOUNT

The keyword planner is part of a Google ads account, you'll need one to get started. The good news, its FREE!

YOU'LL HAVE TWO PATHS

'Discover New Keywords' is where you'll typically start. If you've already completed your research, you can go straight to 'Get Search Volume and Forecasts'.

IF ASKED FOR PAYMENT INFO

Skip the step, its not actually required.



Start by adding a few products or services closely related to your business

If your website already exists, you can enter it instead and the tool will look for keywords on the website

Once you have at least five entered, click on 'Get Results'

Expanding the List

ON THE NEXT PAGE, YOU'LL SEE A
'BROADEN YOUR SEARCH' BAR

USE THIS TO ADD ADDITIONAL
KEYWORD PHRASES THAT YOU FIND
APPROPRIATE TO YOUR WEBSITE

Choose Your Keywords and Phrases

Scroll Down to the Results

You'll see a list of the keywords you've entered along with other keywords and phrases related to the information that you've entered.

Within this list will be information about the Search Volume, how it has recently changed, the competition and the low and high cost of bidding for each keyword.



Focus on selecting **one** main keyword phrase for each page of your website.

Select two or more secondary keywords about each page.

If your website has five pages, you should come out with a list of at least 15 keyword phrases



Include at least one Longtail Keyword per page

Beach vs White Sand Beach South Florida

When looking at the keywords, choose Low, Medium and High Competition Keywords

The best keywords are those with low competition and medium to high search volume.

Search Volume is relative, so look at multiple keywords to see the range you're working with.



The image shows a Google Sheets spreadsheet titled "Website SEO Template". The spreadsheet has the following columns: Page, Page Description, Purpose of the Page, Who is the Target Audience, Marketing Campaign, Meta Keywords, Meta Description, and Meta Title. The "Meta Keywords" column is currently selected and highlighted in blue. The spreadsheet is open in a browser window, and the top menu bar includes File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The status bar at the bottom indicates "Last edit was seconds ago".

	A	B	C	D	E	F	G	
1	Page	Page Description	Purpose of the Page	Who is the Target Audience	Marketing Campaign	Meta Keywords	Meta Description	Meta Title
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								

Separate Your Keywords

Designate which keywords go with which page of your website

Avoid pages like Login, Terms, Legal, Privacy, etc. unless you want those pages to rank.

CREATE THE TITLE OF EACH PAGE

- **Use your keywords**

Create a human readable page title. People will see this when viewing a page on the tab of the browser.

- **Search Results**

More than likely they'll also see the title in search results when they find the page.

- **Don't overthink it**

Use as many of your keywords and phrases as possible but don't go crazy.

The rule used to be a max of 65 characters, it's still a good rule of thumb, but not required.

- **Longtail Keyword**

If possible, include your longtail keyword phrase in the title

Locations.html

VS

Beach-Locations-In-Florida.html



Create the keyword filename

Using something similar to the pages meta title, not just one word, create a page filename

Except the homepage, which will more than likely be 'index'

Alphanumeric with underscores or dashes for spaces

examples: 'services' becomes 'childrens-party-services'
'womens apparel' becomes 'womens-apparel' or better yet, 'womens-business-apparel'

CREATE THE META DESCRIPTIONS

- **Use your keywords**

Create a human readable meta description for each page. People will see this when they see the page in search results.

- **Search Results**

More than likely... Google has started replacing these with sections of the page content it finds more relevant.

- **Don't overthink it**

Use as many of your keywords and phrases as possible but don't go crazy.

The rule used to be a max of 150 characters, it's still a good rule of thumb but not required.

- **Match the Content**

Does this description accurately describe the page content in one to two sentences? If so, you've done it.

PAGE HEADERS

CREATE YOUR HEADERS

These are your H1
through H5 tags.

SECTION YOUR CONTENT

These are meant as a
way to section out your
content, like in an essay.

USE THE TAGS

It's important to use the
actual tags and not just
larger bolded text.

IS IT NATURAL?

Don't force this,
naturally section your
content and sub
content appropriately

Did I talk about doing this Naturally?



Folders & Sub Pages

DESCRIPTIVE NAVIGATION

When creating folders or sub pages of content inside of a url like: google.com/folder - Label the folder according to your most important keyword phrase.

CATEGORIES, BLOG, ETC.

This is more for the user than search engines, but it does allow search engines to better understand the content contained within it.

HUMAN READABILITY

People like to know where they're going. Think of these like breadcrumbs that give them a deeper understanding of where they are clicking.



Optimize Your Content

Talk to your Visitors

No one likes to read content that looks like a robot wrote it. Write as if you are speaking to your audience and be genuine.

OPTIMIZE THE CONTENT

- **Use all of the pages' keywords or phrases**

Optimize the content to include your keywords and phrases once if not twice within the content.

- **Search Results**

This content may show up as the page description for the user when searching for your content.

- **Words of Content**

Each page should have at least 500 words on it, blogs should reach 1000 if possible.

- **Alt Tags**

Don't forget to label any images with appropriate keywords with the Alt Attribute.

Structured Data

Google & Facebook

Structure data helps you tell Search Engines more about a business, its location, hours of operation and more.

When your page is shared, you can set the image, title, description, url and type of content.

This code isn't shown to users.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ProfessionalService",
  "image": [
    "https://digitalmarketingplusplus.com/images/fingerprint.png",
    "https://digitalmarketingplusplus.com/images/209x85.png",
    "https://digitalmarketingplusplus.com/images/434x617.png"
  ],
  "name": "Digital Marketing++",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "600 17th St",
    "addressLocality": "Denver",
    "addressRegion": "CO",
    "postalCode": "80202",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 39.7453692,
    "longitude": -104.9928272
  },
  "url": "http://www.digitalmarketingplusplus.com",
  "telephone": "+17203355253",
  "priceRange": "$$",
  "openingHoursSpecification": [
    {
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      "dayOfWeek": [
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        "Tuesday",
        "Wednesday",
        "Thursday"
      ],
      "opens": "9:00",
      "closes": "17:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Friday",
        "Saturday",
        "Sunday"
      ],
      "opens": "00:00",
      "closes": "00:00"
    }
  ]
}
</script>
```

```
<meta property="og:title" content="" />
<meta property="og:image" content="" />
<meta property="og:type" content="" />
<meta property="og:url" content="" />
<meta property="og:description" content="" />
```



Create New Content

Write, Write, Write

...Update

Static content kills websites. So does outdated content.

QUALITY, WELL FORMATED CONTENT

- **Answer your customers problems**

Showcase how much you're an expert in your field and provide solutions.

- **Get Feedback**

Not sure what to write about? Ask your customers about the help they're looking for.

- **Content gives Confidence**

The average consumer needs to read 3 - 5 pieces of content, before they're willing to work with you.

- **Quality over Quantity**

Don't do it poorly. Quality content works far better than high quantity content with no value. Ask the question, what issue does this content solve?

Other Tips

Link Internally

Always include links to new pages of content on your home page. Google hates to hunt.

PageSpeed Insights

Your page speed is critical to your bounce rate and indexing on search engines. A faster page also decreases your ad costs.

Google Search Console

Get your free Google Search Console account and find any errors Google sees with your pages directly and fix them. You can even submit your sitemap here for indexing and report any bad url's so you don't get dinged.





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**Got
Questions?
Let's talk!**