

10 Step On-Page Search Engine Optimization (SEO) Guide

This guide will help you optimize your pages so they are easily found by your prospective customers. Below you'll find the most important factors to consider for each page of your site. The items below are listed in order of importance. Remember that long term search engine rankings will be largely dependent on regular and high quality content being added to your site, so keep this guide handy and refer to it as you build and maintain your site.

Step 1: Choose Keywords

Keyword selection is the first and most critical step of your SEO effort – everything else will hinge on the keywords chosen. To find your keywords, find one or two words that best describe the intent of the page. If this is unclear to you, then your page will be unclear to your visitors. The intent of each page should be crystal clear – when it is, keyword selection will fall into place.

Step 2: Page Title

Your page title appears as the blue, bolded, underlined text on a Google search results page, and also on the top left of the browser bar. The page title should follow these guidelines:

- Less than 70 characters – ideally your primary keyword should appear first (or early) in the title
- Separate keywords with pipe symbols (spaces on either side of the pipe)
- Page titles for different pages of your site should be unique

Step 3: Meta Description:

The meta description appears on a Google search results page under the Page Title. The meta description helps people decide whether to click on your result, or a result above or below you. Think of it as a call to action. Although the Meta Description does not figure into SEO, it does determine how “clickable” your search engine result is, so pay careful attention and make it interesting.

- 100-150 characters – no more, no less. Use the space, don't go too short.
- Include the primary keyword and at least one secondary keyword in a conversational manner
- Provide a valuable, interesting reason to click on the link

Step 4: URL

The website page's URL should include the primary keyword. Each word in the URL should be separated using dashes (-). For example, our SEO page URL is: www.snugdata.com/snugdata-seo.

Step 5: Heading Tags

The page should have one H1 heading tag that incorporates the primary keyword, and should align with the page title and the URL of the page. This H1 tag should appear at the top of the page and should be the first thing people see when they arrive on a page.

Step 6: Page Content

Use your primary keyword a few times throughout the page's content. Don't overthink keyword density or placement, you should mention them naturally. Try to bold or underline the keyword at least once.

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This has an effect on how relevant the keyword is to the page. Also mention the secondary keywords when you can.

Step 7: Add a Call to Action

Every website page, including your blog, should have at least one call to action above the page's fold (Don't make your website visitor scroll down to see the call to action). Calls to action can help SEO by creating an internal link on your website to a specific landing page. Most calls to action are images; therefore you can optimize the image filename and alt text for the primary keyword you're targeting on the page (see step 9).

Step 8: Internal Links

If you mention the primary keyword of this page on other pages within your site, then link to this page using the primary keyword as the anchor text. For example, you should link to a page about inbound marketing software using the anchor text "inbound marketing software." To make sure this is completed, take a moment to create one (1) or two (2) links on related pages that link back to the page you're optimizing.

Step 9: Images

Any images used on the page should be optimized so that search engines can "read" the image. Optimize the most prominent image on the page using the primary keyword, and then use the primary and secondary keywords for any other images. Images can be optimized in two ways:

- File name: Each word should be separated with dashes (-), e.g. inbound-marketing-software.jpg
- ALT text: The alt text should match the file name, without dashes, e.g. Inbound Marketing Software If you are unable to change image file name or if it's too time consuming, then only change the most prominent images' alt text using the primary keyword.

Step 10: Meta Keywords

They aren't part of Google's or Bing's search algorithm, so I'm not including them as a step. However, still use your primary and secondary keyword in the page's meta keywords. Smaller search engines still might use them in their algorithm, but major search engines do not use them. SnugData does not recommend you optimize your meta keywords.

Repeat these 10 steps for each page of your website now and as you add new pages

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