SEO ON-PAGE OPTIMIZATION

Equipping Your Website to Become a Powerful Marketing Platform

RSM ENTERPRISES
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TABLE OF CONTENTS

Introduction
01

Chapter I
Codes, Tags, and Metadata
02

Chapter II
Landing Pages and Buyer Psychology
06

Chapter III
Conclusion
08

INTRODUCTION

Being indexed and ranked on the search engine results pages (SERPs) depends on many factors, beginning with the different elements on each of your website. Optimizing these factors helps search engine crawlers find your website, index the pages appropriately , and rank it according to your desired keywords.

On-page optimization plays a big role in ensuring your online marketing campaign's success. In this definitive guide, you will learn how to successfully optimize your website to ensure that your website is indexed and ranked on the SERPs. In addition you'll learn how to make your web pages convert.

CODES, MARK-UPS, AND METADATA

Let's get technical

Having clean codes, optimized HTML tags and metadata helps search engines crawl your site better and index and rank your pages according to the relevant search terms.

Make sure to check the following:

Source Codes

Your source code is the backbone of your website. The crawlers finds everything it needs in order to index your website here. Make sure your source code is devoid of any problems by checking the following:

INCORRECTLY IMPLEMENTED TAGS:

Examples of these are re=canonical tags, authorship mark-up, or redirects. These could prove catastrophic, especially the canonical code, which can end up in duplicate content penalties.

SERVER-SIDE CODE SHOWING UP ON THE HTML CODE:

Depending on how this is processed, the code could either cause errors on the website or show up as text on the front end, revealing secrets that your competitors can pick up on.

META ROBOTS TAGS:

Implementing this tag without making sure you do not apply the "noindex, nofollow" parameter to your most important pages, is crucial.

CSS MANIPULATION:

You may have hidden content in your CSS codes. Removing this content is crucial to ensuring crawling runs smoothly.

EXCESSIVE SCRIPT CODE:
This could slow down your page loading time which is bad for your SEO rankings.

ANALYTICS TAGGING:
Some tags for analytics may be available to competitors. Removing unnecessary tags is good practice.

Mark-Ups and Tags

Adding mark-ups improves the look of your SERPs listings and contributes to trust signals. The most basic snippets are:

NAME, ADDRESS, PHONE NUMBER (NAP) RICH SNIPPET:
This displays your business name, business location, and contact details on the SERPs.

PRODUCT SNIPPET:
This displays ratings of your products, images, price range, and availability.

REVIEW SNIPPET:
This snippet shows the ratings and reviews exclusively on the SERPs.

VIDEO SNIPPET:
Displays a thumbnail of the video display next to the listing. You can install this manually if you host your own video or if it is shared on a video sharing site (Youtube, Vimeo, Vine, etc), or automatically have this appear through the Facebook Share markup code.

Other specialized snippets are available and may be applied based on your specific needs and industry. These include snippets for recipes, people snippets (different from authorship mark-up because it shows a person's position and affiliations, not the Google+ profile), music album snippets, to name a few.

We will also need to check your HTML tags and optimize all titles and header tags. Maker sure your main keywords are part of your title.

Metadata

Optimizing metadata helps crawlers interpret your site content better. It's important to include the following details:

TITLE:
We keep your title within the character limit, and make it consistent with the web page's title.

META DESCRIPTION:
This displays your business name, business location, and contact details on SERPs.

META KEYWORDS:
We refer to your keyword groupings to determine which keywords we need to insert here.

H1 TAG:
There needs to be continuity between the title and header tag.

LANDING PAGES AND BUYER PSYCHOLOGY

When planning your landing page, we understand that for most instances, you should be able to drop paid traffic onto that landing page and still see good results. An optimized landing page will work great for both SEO and PPC purposes. When your organically optimized page is not a good landing page which converts, you will be throwing away valuable traffic, and bottom line, you'll be throwing away your money.

In order to get this mix right, we focus our efforts on optimizing landing pages for search engines and for your potential customers. We go through a process of understanding how your audience thinks when they are searching for products and services online. That information helps us determine which interests and needs need to be addressed during the customer journey. Here's how we do it:

Captivating, Keyword Focused Title Tag:

On your landing page, this is the most important 8 - 10 words we'll write. We keep it both keyword focused and compelling enough to be clicked on above your competitors.

Eloquent Description:

This text is the very first point of contact in search engine results and is thus a crucial component of your landing page optimization. We create descriptions that receive clicks through strong call-to-action.

Keyword-Focused, Powerful Headline:

We make sure that the user experiences continuity when making first contact with the website. The headline contains the optimized keywords and gives your potential customer a reason to stay on the page and engage with whatever is on offer. It also gives search engines the topical focus of your page.

Topically & Keyword-Focused Content:

It's very important that the content on your landing page focuses on the topic and goals your website sets out to be achieved. We use the correct keywords and related phrases, but more than that, make sure that the content will be useful to your users. We use code to properly structure content for easy reading.

Call-to-action:

A good landing page doesn't leave the user feeling unsure about the next step to take. It is clear and concise in providing the user with a motivation to take the next step. We create a clear goal and desired action for the user to take.

Site Structure:

When grouping your keywords and creating the site structure, we consider the website topics, what keywords you want to rank for, and what the general purpose of the site is. We also consider the customer journey and make sure that the site structure will make sense to your customers.

Trust & Credibility Signals:

Add testimonials and logos of companies your clients have worked with so far. This will send trust signals to their target market and add to their credibility. Encourage reviews from customers through social media and forum engagement, email surveys, and links to your clients' local listings.

Socialization:

The importance of social signals shouldn't be understated in significance when it comes to search algorithms. We make sure that your website pages are easily shareable by your users, making sure your visitors engage with your offerings.

CONCLUSION

Implementing a good on-page optimization strategy will bring paying customers to your doorstep. Even though it’s only the first step in the process, you will see an increase in good traffic to your website. Optimizing your landing pages closes the loop in the conversion process and makes sure that these paying customers spend their money with your business.