MASTERING
ON-PAGE
SEO

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Website Traffic Handbook This report will show you how to get traffic to your website.

 AWeber You need an auto responder service to capture the names and emails of your visitors and a means to deliver messages to market to them later. Email Marketing is the foundation of all successful Internet Marketers.

PopUp Optin Box This Pop-Up light box appears on your website at a predetermined time and freezes your website in an effort to force the visitor to opt-in to your email list. Great for list building/Email Marketing.

WordPress You need to build your site with WordPress. *DO NOT USE TRADITIONAL HTML.*

Optimizepress Use for squeeze pages and sales pages. Take a look at *my squeeze page here...*

Google Analytics This is a *FREE* tool that measures your website traffic.

Google Webmaster Tools This is another *FREE* tool that Google uses to communicate with you about your site among other things.

Market Samurai This software helps you find keywords to target and rank for and markets to get in.

Yoast WordPress Plugin Use this *FREE* WordPress plugin for adding metadata, titles, measuring keyword density etc... Great for SEO.

AVG: *FREE* Anti-virus and anti-spyware protection. *http://free.avg.com/us-en/homepage*

*CCleaner***:** *(FREE download)* Removes unused files from your pc allowing Windows to run faster and freeing up space. Get it here: http://www.piriform.com/ccleaner

To get the full list of recommended resources visit:
http://seooptimizedguide.com/internet-marketing-resources/

Introduction

On-Page SEO factors are crucial to a website's success and unfortunately, this is the area where most website owners fail. This is due in part because Web Designers do not study the science of building an infrastructure geared toward SEO and Internet Marketing. Furthermore, SEO and Internet Marketing are not taught in school.

The methods, principles, and or concepts outlined in this easy to read ebook are derived from my practice, experience, and extensive research. *Mastering On-Page SEO ebook* represents my knowledge and I packaged it in such a way that after you *READ* and *APPLY* this information, I would have passed my knowledge on to you. Although this ebook is a comprehensive guide to *On-Page SEO*, this does not mean that your learning stops here. Take the information you will discover and build upon it.

My objective in writing this ebook is to publish actionable information regarding on-page SEO and to demystify the process. I hope my writings will contribute in a small way to your success. Take note, I make a lot of references to WordPress, if you are not using it, I recommend you should. As you will soon see, WordPress will make your life easier.

DO NOT MAKE THE MISTAKE and read this report and say to yourself, *"I don't need to do that"* or say, *"That's not important to do"* or say, *"I'm going to do this other thing instead."* The truth is everything outlined here is *CRITICAL.* Some factors may appear to be *low* in priority, but they are *not*. So *let's start with defining SEO*.

Lastly, this ebook, is part one of a two part series. *DOWNLOAD part two FREE below:*

"The Website Traffic Handbook - How To Drive Traffic To Your Website."

Laying The Foundation

Although this ebook is geared toward SEO, never lose sight at the purpose of your website. The following are 3 things your website must do. If you fail with any of these 3 principles, your on-page SEO will certainly fail as well. These 3 principles are superior to on-page SEO.

1. The *1st thing* your website must do is add value to the marketplace. You do this with high quality content in the form copy, video, and even audio. Your visitors have problems and your website should be geared at solving problems. People want information and it is your job to give it to them. Give them your best work - FREE. Product descriptions does not qualify for valuable content either. Your blog post should be the platform from which to do this.

2. The *2nd thing* your website must do is capture the names and emails of your visitors for the purpose of marketing to them later. In the Internet Marketing space, your revenue is almost always in proportion by the size of your email list. To do this you will need an auto responder service like AWeber to capture your visitors information and send them a sequence of messages that you will have pre-written. How this works is your website will have an optin form above the fold. On this form you will offer something of value for FREE in exchange for an email address. Once you get a subscriber you will begin to formulate a relationship with that subscriber via the auto responder sequence. People buy from people they know, like, and trust. Also you will position yourself as an expert and recommend products and services to help resolve their problems. This is Email Marketing 101

3. The *3rd thing* your website must do is make money. You will do this by having products, services, memberships, training, affiliate offers, up-sells, down sells, front end offers, backend offers etc... Before you begin to drive traffic to your site, it paramount you build the infrastructure first and capture your visitor's emails with the optin form to market to them later. DO NOT DRIVE TRAFFIC TO YOUR WEBSITE WITHOUT FIRST

ACCOMPLISHING STEPS 1 AND 2. A lot of people focus on traffic but fail to set the foundation. Don't let that be you. If you want to learn more about driving traffic, *DOWLOAD "The Website Traffic Handbook - How To Drive Traffic To Your Website." FREE.*

Chapter 1: Defining SEO

So What is SEO?

SEO is an acronym for *"search engine optimization"* and is represented by the strategies, techniques, and tactics used to obtain a <u>high-ranking placement</u> in the search engine results page *(SERP)* - this includes *Google, Bing,* and *Yahoo. SEO* is important because it is *not* enough to have a great looking website, your website need to have the *performance* built into it in order to cut through the noise/congestion of websites on the internet. Also, will you will *not* do this by expanding either, you will achieve this by *focusing* and *narrowing* your efforts. *I will explain this principle later....*

How Does Google Determine a Websites' Position in the SERP?

Google uses an algorithm that has over *200 standards* and or *metrics* that measure the <u>relevancy</u> of a website. This relevancy is determined by factors such as backlinks, PageRank, domain age, indexed pages, authority, and on-page factors among other things. Google uses this relevancy to determine the position or placement a website will appear for any given *keyword* or *keyword phrase* within the SERP. Furthermore, *SEO* can be divided into two *parts* or *categories* and they are: *On-Page factors* and *Off-Page factors.* This ebook will focus <u>strictly</u> on a *holistic* approach to a website's <u>On-Page factor</u> and will paint a clear and complete picture of what a website needs to have in order for it to perform in Google. Make sure you get *"The Website Traffic Handbook - How to Get Traffic To Your Website." Its FREE!*

So What Are On-Page Factors?

It's <u>everything</u> to do with the <u>infrastructure</u> of the website; this includes the *navigation bar, keywords you are targeting, content, specific web pages that need to be present, metadata, title tags etc... On-Page SEO* makes up anywhere from 25% to 35% of a website's position within the Google SERP. No one knows for sure because Google does not tell us but based on research, this is the number. So if you have an SEO optimized website, that will only represents 30% of your SEO factor. The remaining 70% is what happens Off-Page.

Mastering On-Page SEO - How to Create a Search Engine Optimized Website, sets the foundation from which you will build from. You need to do this first. So when you to start brainstorming your first website, or if you have a website that is not performing in Google, the first thing Internet Marketer's do and what you should do is *keyword research.*

Chapter 2: Keyword Research

Keyword research is *not* about what *you* think, it is a place to *discover* what *others* think. *Keyword research*, at its essence, is *market research.* Keywords are the foundation to your website and your business. The purpose of doing keyword research is to determine what *keywords* and *language* is being used most frequently by Google users. Selecting the right *keywords* or *keyword phrases* is crucial a website's *success.* Targeting the wrong keywords or not targeting any keywords at all can almost certainly lead to *failure.* So if you're going to build a new website, you need to first select the *keywords* you are seeking to appear for in the Google SERP then frame all your marketing around those keywords you are targeting. Keywords come first before anything else. *(Keyword research also extends to selling on Amazon, eBay, and other market places.)* You will need tools to help you select the right keywords to target. *The first tool you will use is:*

Google Keyword Tool

The Google Keyword Tool is *FREE* tool that allows you to see what Google users are typing into a Google search. You will learn the *keywords* people use to find your service, the *global* and *local* monthly searches, synonyms for those keywords, related keywords, and lastly you will get a better understanding of the market's wants and needs. *Find it here... Google Keyword Tool*

When using this tool, you must be *very careful* and proceed with *caution*. Google offers three *search options* or *match types.* They are: *broad, phrase, and exact.* I only use *exact match* and use *phrase match* as a reference. I *never* use *broad match*. I do not recommend you use it either. It's very misleading and exaggerates searches. *Don't use it*

.

Example: If you do keyword research on "dog house," you will find the following:

- *Broad match gets 823,000 Global Monthly Searches*

- *Phrase match gets 201,000 Global Monthly Searches*

- *Exact match gets 22,200 Global Monthly Searches*

Do you see how vastly different they are? This is why...

Broad Match

When doing a <u>broad match</u> search, Google includes searches with words in <u>front</u> and <u>back</u> and your keywords <u>in any order</u> like " house dog" or "small dog house" or "house dog collar" or "make dog house" or "dog house for sale" or "sell my dog house" and "dog house blueprints." As

you can see, broad match searches are very broad, too broad that this number has no marketing value.

Phrase Match

Phrase match is a little better than broad. When doing a phrase match search, Google will consider searches with words in <u>front</u> and <u>back</u> and but keep your keyword in <u>the same order</u>. Your word order will not change. Some examples are: "big dog house" or "wood dog house" or "how do I make a dog house" or "dog house repair" or "dog house blues." I use this search as a reference and is good but I recommend the next option. Exact match.

Exact Match

<u>Exact match</u> is the most accurate match type in determining the <u>actual</u> searches being made in a Google search. Exact match is exactly what it says it is. It returns only what is typed in Google. So if you are doing an exact match search for "dog house," Google only will show you results for "dog house," nothing else!

Market Samurai

Another tool I use to find keywords is *Market Samurai.* Market Samurai gets its data from the Google Keyword Tool and adds another dimension of options including determining the commerciality of the market you are targeting. Commerciality means the potential *market value* or the amount of *money being spent by the consumers.* Market Samurai also has great training on their website and make sure you read their reports. *Learn more here... Market Samurai*

Market Samurai outlines four principles they call *"<u>The Four Golden Rules</u>."* These principles are a must you understand to succeed online.

<u>The Four Golden Rules of Keyword Research</u>: by Market Samurai

*1. <u>Relevance</u> -*The relevance of keywords are often over looked in the excitement to starting a website. *Market Samurai says,*

> *"The fact of the matter is that if you target <u>irrelevant keywords</u>, you may obtain a top ranking in Google, and you may even generate a lot of traffic to your website. However, if the content of your website is not relevant to the keywords you've targeted, then the people who visit your site will probably not be interested in what they find. "*

In this scenario, you could end up with tons of traffic to your website, but very few conversions. Consider this, the secret to online success is <u>*not*</u> *"<u>Traffic,</u>"* the real secret is *"<u>Targeted Traffic</u>."* So, adhering to the first golden rule of keyword research, *"<u>relevant keywords</u>"* to your content should be identified first.

2. <u>*Traffic*</u> - Determining the traffic of a keyword or keyword phrase generates can be an indicator to the amount of visits you may get per day. So by targeting your traffic generating keywords, you can zero in on the keywords in your niche that have significant levels of traffic.

3. <u>*Competition*</u> - There are two factors to competition that you need to consider. The <u>*first*</u> is the <u>**amount of Competition.**</u> This will give you an indication of how many websites are competing for your keyword phrase. The <u>*second*</u> aspect of competition that you need to consider is the <u>*strength of the competition*</u>.

4.<u>*Commerciality*</u> - Commerciality is a <u>*measure*</u> of the potential <u>*profitability*</u> of a keyword phrase. Not all keywords are created equal

Case Study - Keyword Research Done For This Ebook

> *When writing this ebook, I did keyword research to determine the title I would use. What I learned was that there was <u>3,600 global monthly exact match searches</u> for "**<u>On-Page SEO</u>**," and only <u>590 global monthly exact match searches</u> for "**<u>On-Site SEO</u>**." And you know what? The term I personally used frequently was <u>On-Site SEO</u> which was the term I planned on using for my title. That's a difference of 3,010 global monthly searches. If I didn't do the keyword research, I would have targeted a fewer searched keyword and that would not have been good for the purpose of marketing this ebook. Keyword research is instrumental to all your content on the internet including creating and naming your*

YouTube Videos, Blog Post, Book Titles, Picking Niche Websites, Buying Domains etc...

The smart Internet Marketers are masters of keyword research.

Chapter 3: Website Content

This chapter will focus on website content related to search engines. Not copywriting.

When Google spiders your web pages, your website is ran through an algorithm. This algorithm looks at the URL (Uniform Resource Locator), your title, your content, your ALT Tags etc... Google expects to see consistency within all these components. It is *paramount* that you follow the model you will be introduced to.

Writing website content

When you write website content, it needs to be written with *focus* on *keywords*. This is the way search engines like Google will know what your website is about and will know how to display your web pages in SERP. Each web page on your website should be build around *one keyword phrase*. The home page should contain your *main targeted keyword phrase* and each additional page should focus on their own respective keyword.

Example:

If your website is *www.joesteroes.com* and you are a "*local car stereo installation service"* and your services are: *car stereo installation, video player installation, car alarm installation, window tinting service etc...* then you need a web page for each service. Why? When Google spiders your website, it needs to know how to file your website within its index and how to place your website within the SERP. If someone does a Google search for "*your city car alarm installation*" No quotes, Google will display your "*car alarms"* web page on its SERP, not your home page. If you lump all your services that you offer on one webpage, you are *forced* to have content on all your services, as a result, your web page will not be keyword focused thus your content will be too general or broad. Google looks for *authority sites* that have *rich*, *valuable*, *updated* and *unique content* focused on *topics* or *keywords* to present its users. If your website targets 10 keywords on your home page, then how does Google know when and or how to present your website in the SERP? Do you want Google to guess? Google won't guess. Your website will not have high priority within the their SERP. Google takes its search results very

seriously, they need to know that your website's content is structured in a way that will fulfill the needs of the user.

Let me further explain how this looks like in practice:

> Using the *"local car stereo installation service"* as an example, your main keyword will include your city and could look like, "<u>*Rancho Cucamonga Car Stereo Installation*</u>*"* and for your window tinting page it could look like, *"*<u>*Rancho Cucamonga Window Tinting Service*</u>*"* and so on... so pick one keyword phrase per page and stick to it and remember to add the city you are targeting if you're a local business. If you are targeting more than one city, no problem, create additional pages for each city you are targeting that are <u>*legitimately* </u>within your area. Lastly, use the *Google Keyword Tool* or *Market Samurai* to determine what keywords to target.

Yoast Plugin

Make sure you have the yoast plugin for *WordPress* installed when adding your website content, it can be of great help when crafting your content for SEO purposes.

Is Your Content Being Stolen?

If your website ever gets pulled from the index, check that no one is steeling your website content. I use *copyscape* to check all my content. Also if you ever outsource any of your writing, you need to check that what you are paying for is original.

Chapter 4: On-Page SEO

To get the latest information regarding SEO and internet marketing, I recommend you visit: *www.seooptimizedguide.com*. Also you will find a *resource page* for additional resources not in this ebook. Make sure you go there and bookmark the site.

Chapter 4 and 5 is the nuts and bolts to your website's infrastructure. Follow each item to the letter.

Title

Your keyword or keyword phrase must appear in the title. Your most important keywords should appear first – remember you should only target one keyword phrase per web page.

Do not use duplicate title tags. All your web pages should be unique and if they are not, use a different variation of the keywords for those web pages.

URL

Your keyword must appear in the URL. Make sure it matches the title.
Example:

"http://www.joesteroes.com/rancho-cucamonga-car-stereo-installation/"

Google suggests that you should use hyphens (-) instead of underscores (_) in your URLs.

Keywords

Using the right keyword is another vital factor to your on-page SEO checklist. Keywords should be to optimized on each web page making sure that it has a nice keyword density of 1 to 2 %. Anything over 3% is considered spam. Make the keyword sound natural within the content. Matt Cutts who heads Google's Webspam team says, "Your keywords only need to be present in your copy." So make them sound natural. If they do not sound natural, that will be considered spam and you will be penalized.

• Your keyword should appear in your first paragraph.

• The use of Bold and italics on your keyword. I do this a few times on a website. Don't overdo it. I only use Bold and italics if it is relevant to the article and or the topic. Don't optimize here… Just feel free to use them when necessary.

LSI

LSI (Latent Semantic Indexing) looks for synonyms related to your keywords on the title and body of your page. For example, if the title of your page is "Los Angeles House For Sale," the search engine would expect to find words relating to that subject in the content of the page as well, i.e. "L.A.," "Property," "Homes," and "Real Estate." These LSI related words only have to present. Do not optimize them.

Headers or Text Formatting

Make sure your keyword appears on your header such as your H1 tag. Then only have one H1 tag per web page, article, and blog. Use your H2, H3 tags to target your secondary keyword phrases.

Internal Linking

Internal links are links that go from one web page to another web page on the same domain (Not to be confused with your navigation bar.) Your blog post and or static web pages should link to other relevant content within your website. This is good to keep readers engaged and SEO.

This is a very important SEO factor. Do not miss this. Pages that do not link to another web page within your website are referred to as "dangling pages." Internal linking helps search engine spiders crawl your website. Use the Insights Plugin for WordPress to help speed the process.

Contextual Linking

Contextual links are links that are within the website content and are designed to offer the reader a place to go to learn more about a topic. You usually want to keep your

reader on *your website* but can occasionally link out to *another website.* If you do link out, I recommend it does so within a new browser. *Contextual links look like this.*

Images

Images are another great way to optimize your On-Page SEO factor. Your images should have an alt tag that has the keyword you are targeting for that webpage. Each image should have a different keyword phrase but it has to be related to the topic of that webpage. Do not copy and paste the same keywords or description for all your images. Google will consider this a spam. This includes the image name, alt tag, and caption. Make each image name and alt tag unique.

Blog

Your website should have a blog. Your blog should be focused on one topic or keyword or keyword phrase. Blogging builds a authority and a readership. When you publish valuable and useful content that positively affects people's lives, people will turn to you for leadership. They will turn to you to solve their problems because they will trust your recommendations. So create top quality fresh content on your website and constantly update it. Google want new, valuable, and relevant content for its users. This is an algorithm factor. Your blog should be the platform from which to do this. Blogging daily is recommended. This is a BIG SEO Factor. Don't miss it.

Blogging with keywords in Mind?

www.seooptimizedguide.com is **my blog** and **not a commercial website**. The purpose of my blog is to express my thoughts freely without being confined to a narrow topic. This is one of the problems I have with most articles on the web. They focus on a very narrow aspect of a subject and fail to paint the big picture or connect the dots to something greater. I will not write from this angle. I write with the strict objective to help others. I write for people, not search engines. On my other web properties, I craft my content for **search engines** and **people** so the tone is different. It's more formal.

You have to make a decision on what path you want to take when blogging. By **not** crafting all my web pages with SEO in mind, I am potentially leaving search engine traffic on the table, I am aware of that and it is fine with me. I would rather help someone solve a complex problem they have with their business than get 100's of visitors to a cheap article that is SEO friendly. SEO experts will say 100% of your web pages have to be geared toward SEO. I disagree.

RSS Feed

RSS Feeds allows people to subscribe to your blog post, so when you add a new blog post, your subscribers will get an email of the new post.

Proper Folder Structure

If you are building your website with HTML, you must have your website's folder organized. Your root folder will contain your .html web pages, CSS, PHP files etc… then you will have sub folders for each of the following: images, videos, javascript, image slider etc… If you are using a CMS like WordPress, that is done automatically for you. That is another reason I strictly use WordPress now. I do not use Adobe's Dreamweaver to build websites any more. It was a great software though.

Tags

Tags are the keywords that best describe the topic of a blog post, YouTube Video, Classified Ads, Forum post etc… Search engines use tags to better understand what the content is about. Also your tags should be unique on each post, do not copy and paste the same tags on all your content.

Metadata

Metadata provides information about a site to the search engines. This information is only viewable through the source code, not on the web page itself. This code gives search engines clues about your website and can also give them instructions on what to do on your website. If you are a Web Designer, place the metadata in the head section of your HTML. If your using WordPress, the plugin from www.yoast.com has this function for you. All you do is fill in your metadata. No coding necessary.

These is a lot of debate on the importance of metadata. Google has already made it clear to Webmasters what their position is. I will only cover 3 metadata tags.

Meta Keywords

Google does NOT use the meta keywords tag. You don't need to use it.

Meta Description

Google does use the meta description tag. It appears as your description snippet of your listing as it appears on the Google SERP. Having a descriptive and relevant meta description will help your click through rate (CTR), NOT directly help your SEO factor. However, the more clicks and the longer visitors stay on your site, suggest to Google that your website is relevant which will help your SEO factor.

Make sure your keyword phrase appears one time. Place the meta description on all your web pages. Each web page should have a distinct and unique tag focused on the keyword phrase it is targeting.
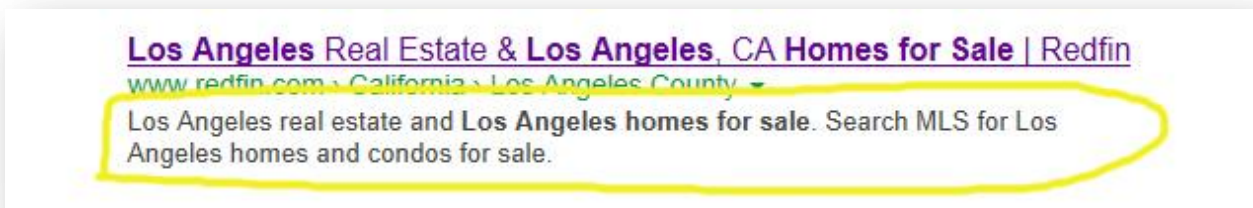
This is the code if you're using HTML:

```
<meta name="description" content="A description of the page here" />
```

Robot.txt

If a website is NOT being indexed by the search engines, the first thing you want to do is look at the "robot.txt" tag. The robot.txt tag was created to block a section or an entire website from being crawled by search engine spiders. If you do not have a robot.txt tag,

search engines will crawl your website. So only use this tag if you want to exclude your website from being indexed.

If you want to learn more about all the metadata tags, please visit: Google Webmaster Tools

Fast Loading Webpages

Google has determined that speed is now a factor on search engine rankings. Google says, *"Faster sites create happy users and we've seen in our* internal studies *that when a site responds slowly, visitors spend less time there."* To learn more about testing your website's speed, go to:

https://developers.google.com/speed/pagespeed/insights

http://googlewebmastercentral.blogspot.com/2010/04/using-site-speed-in-web-search-ranking.html

Responsive Webpages

A responsive theme is a website's framework that can expand and contract smoothly across multiple devices, such as a computer monitor, ipad, tablet, and mobile devices to name a few. So when considering what WordPress theme to choose for your next website, a responsive theme should be at the top of your criteria. This website/blog was build with a responsive theme and is viewable on all devices flawlessly. I recommend it.

Lastly. Google considers the following into their algorithm:

Click Through Rate

The click through rate is a ratio showing of how often people who see your ad or listing and end up clicking it. CTR can be used to gauge how well your keywords and ads are performing. Also your meta description will play a big role in influencing searches to click on your listing within the SERP thus effecting your CTR.

Time on Site

This is another factor to SEO. Google as always is focused on user experience and how long a visitor stays on your site is an indicator to the relevancy your site has to the search performed.

Bounce Rate

If visitors bounce back to the SERP after one second on your site, Google will factor this into your SERP position. You can be downgraded or even upgraded if visitors stay longer on your site compared to other sites.

Social Proof

Social Proof also referred to as "testimonials" is important to incorporate into your website for two reasons:

- *First:* Social proof is an indicator to Google that your website is professional and cares of about servicing others, that your customers are important to you and you provide a great user experience for your customers.
- *Second:* Your visitor feels more confident to buy from you when they see others have made a similar decision. Otherwise they may feel alone in their decision making process and doubt will creep in. *Robert B. Cialdini* explains it this way, *"When people are unsure on a course of actions, they turn to others for leadership."* To learn more about social proof and influencing others, I recommend you read his book titled, *"Influence: The Psychology of Persuasion."* *Check out this short video were he explains the 6 principles of persuasion.*

Chapter 5: Web Pages

Mandatory Web Pages For Your Website

Google want to see the following web pages outlined below on your website. They are not an option, they are mandatory for *SEO. If you want to learn about what to have on your website, study Google Adwords. Google Adwords has given Webmasters insight on how Google thinks.*

1. Your navigation bar should have links to all your static web pages.

> Static web pages are all your core web pages that encompass your website. These pages are usually unchanged and or constant. You basically create them once, and you leave them alone.

2. Your website should have the following pages:

> *a. About Page*

> *b. Contact Page*

> *c. Terms and Conditions Page or Terms of Use Page*

> *d. Privacy Policy Page - create one free here:* www.freeprivacypolicy.com

> *e. Testimonials Page*

> *f. Sitemap Page*

>> *"Sitemaps are a way to tell Google about pages on your site that Google will not otherwise discover. In its simplest terms, a XML Sitemap is a list of the pages on your website. Creating and submitting a Sitemap helps make sure that Google knows about all the pages on your site, including URLs that may not be discoverable by Google's normal crawling process. Make sure you have a link to your sitemap on each web page on your footer. Remember, sitemaps are critical to SEO because Google is <u>forced</u> to <u>crawl</u> your entire website." Once a site map is installed, you need to link it with Google and Bing Webmaster Tools.*

HTML Websites Users

    a. HTML Sitemap. Put this link on all pages of your website.

    http://www.dagondesign.com/files/sitemap-generator.zip

WordPress Websites Users

    b. XML sitemap. *Here's the best WordPress plugin:*

    http://wordpress.org/extend/plugins/google-sitemap-generator/

3. Make sure your companies address is located at the bottom of each web page. I would also include the business phone number if you want to get calls.

Create Individual Web Pages For Each City and or Service

Make individual city web pages for each of the areas you target and or for each service you offer. Do not lump all your cities and services together, do not place all your cities on your footer, instead separate them and create individual web pages for each. Also do the same for each service you are offering. *Make sure your content is unique on every web page you create; don't copy and paste.*

Duplicate Content Penalty

    Also under <u>no circumstance</u> have any form of <u>duplicate content</u> on your website. Each web page needs <u>original content</u> and there are <u>no exceptions</u>. If you <u>violate</u> any of <u>Google's guidelines</u>, your website will get <u>pulled from their index</u>. Learn about the *Duplicate Content Penalty.*

Favicon

This is not necessary to SEO, but create and upload a unique favicon for your website. The favicon is the small icon next to the URL of any website. There are many websites that help you do that. *Just Google it...*

No Broken Links

Google does not appreciate broken links within your website, double check that all your links are working.

Lastly, you can use this free *WordPress* plugin from *www.yoast.com* for all the items below:

http://yoast.com/wordpress/seo/

      1. Put your target keywords in your homepage title tag

      2. Unique title tags for all pieces of static content on your site

      3. Unique meta descriptions for all pieces of static content on your site

      4. Alt and Title Tags on all images.

          a. This plugin below will also help you with creating SEO Friendly Images

          http://wordpress.org/extend/plugins/seo-image/

Chapter 6: Social Media Linking

Google uses many off-page signals to determine the relevancy and or importance of a website and Social Media is one of those factors. Social Media Networks are a great way to get backlinks to your website and is also a great way to communicate your brand to the masses.

So create and link your social media accounts to your website. *Example: Facebook (Fan Page or Business Page), Twitter, YouTube, Google+, Linkedin, Digg, StumbleUpon etc...* So after your social media accounts are linked to your website, you will have social media icons on your website and following each blog post. And once you complete your social media profiles by adding your bio, image, and any information it asks of you, send links to your website from each profile. This is important to start getting backlinks from high PageRank websites. Very crucial to *Off-Page SEO*. Then join groups related to your niche. Participate in the conversations. Don't sell anything - develop relationships and credibility first, then introduce your products or services. *Below is a great plugin to link all your social media to your website using WordPress:*

   http://wordpress.org/plugins/social-media-widget/

Chapter 7: Register With Google and Bing Webmaster Tools and Analytics

Webmaster Tools

After your website is complete, register it with *Google* and *Bing* Webmaster tools and submit your sitemap. Make sure the email you use is an email that you check. You will receive notices if there is any problems such as crawl errors, hacks, content issues, and malware detected. This is a good way to know what search engines understand of your website. Also keep your site healthy, Google does not like spam related comments on your website. Delete all unrelated and spam comments from your website.

Google Analytics

Google Analytics is necessary to monitor your website traffic and stats. You will learn:

- *How your website was found by the visitor*
- *What search engine the visitor came from*
- *What keywords were used to find your site*
- *The most visited landing pages*
- *The most visited exit pages*
- *The most visited pages*

Google analytics has many features that benefit the website owner.

Chapter 8: Optimize Your Website for Google+ Authorship

Google+ Authorship is relatively new so you may not have heard of it but you have certainly seen it in action in the Google SERP. As you can see from the example below, you will see the image of the author who published the content on that website or blog.

Google+ Authorship is the second largest social media network after *Facebook*. It has beaten YouTube, Twitter, Linkedin etc... so Google+ is here to stay. By simply having your picture appear on the Google's SERP, you can significantly improve your click through rate (CTC). So make sure when you set up your profile, add your image, not a logo. The photo has to be a recognizable headshot. Make sure all your content on your website or blog has your byline. Your byline basically states the author's name. Have a section somewhere on your website with information about you, the author.
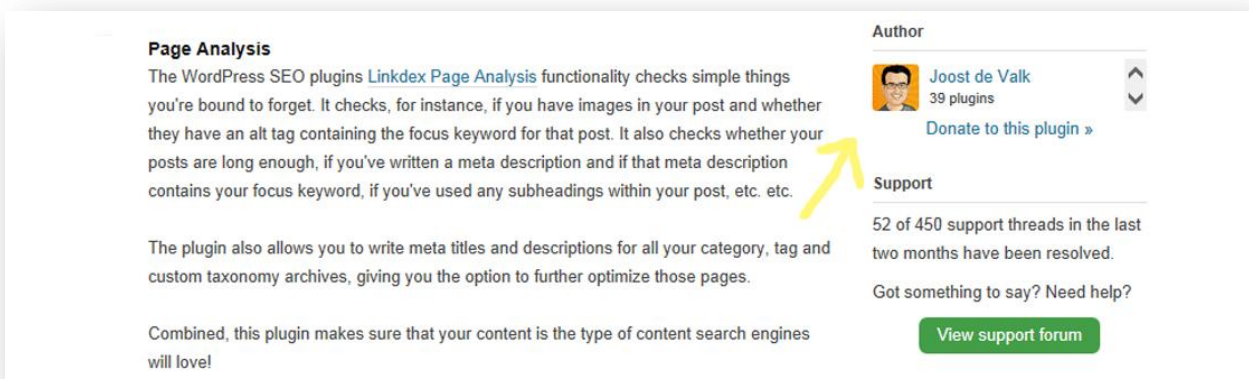
Create a *Google+ Profile*. Remember to upload a high quality headshot and fill out some profile information about yourself.

Go to *plus.google.com/authorship*, sign up with your email and click on the verification link.

If you don't want to verify your email address, you can also link your content *to your Google profile.*

Chapter 9: Search Engine Submission

After your website is complete, you may want to submit your website to the major search engines. You only have to do this if you did not register your website with Google and Bing Webmaster Tools. Your website is indexed automatically when you register your website. I personally do not submit my websites to search engines. I'm only concerned with Google. If you do not submit your website to a search engine, your site will still be crawled and get indexed, it will just take a little longer. So if you want to submit your site to search engines, these are the top ones.

1. *Google*
2. *Bing*
3. *Yahoo - No site submission available.*
4. *Ask*
5. *AOL Search*
6. *MyWebSearch*
7. *Blekko*
8. *Lycos*
9. *Dogpile*
10. *WebCrawler*
11. *Info*
12. *Infospace*
13. *Search*
14. *Excite*
15. *GoodSearch*

Your main efforts should be to focus on Google, not the other search engines. The other search engines will fall in line. During the time of writing this report, Google has a 66% market share, Bing has a 17% market share, Yahoo has a 12% market share and the rest of the search engines share 5% of the remaining market. **DO NOT USE**: *Auto submission services.*

Final Thoughts

Dear friends,

This complete *"Mastering On-Page SEO - How to Create a Search Engine Optimized Website,"* I hope this information was clear and concise and has helped you advance your goals and objectives. On-Page SEO should be at the foundation to your website's infrastructure but Email Marketing should be the foundation to your business. Capturing leads and marketing to them should be at the heart of your online business. Please read my blog post titled: *"Mistake #7: Website Owners Don't Build a List."* Email Marketing is at the root to every *Internet Marketer's Business Model.* I suggest you immediately begin implementing your Email Marketing strategy.

Make sure to visit: *www.seooptimizedguide.com* and learn more about these important concepts not in this ebook.

Also *DOWLOAD* *"The Website Traffic Handbook - How To Drive Traffic To Your Website." FREE to learn more about what to do after you build your website.* Remember to post your feedback and Review on Amazon. If you want to send me a personal message, send them to: *armando@seooptimizedguide.com.*

If you are a *Web Designer,* have a copy of this report in handy next time you build a website, use this ebook as an outline or reference and check off each item as you complete it. Do your customers well and serve them.

Sincerly,

Armando Rodriguez

Internet Marketer, Blogger, Web Designer