

# How to do Onsite SEO

*“Focus on what you can control, rather than what you can’t”*



*“Search visitors are like prequalified prospects”*

K<sub>5</sub> E<sub>1</sub> Y<sub>4</sub> W<sub>4</sub> O<sub>1</sub> R<sub>1</sub> D<sub>2</sub> S<sub>1</sub>



# Research

1. Start with a core word or phrase
2. Don't avoid "impossible" keywords
3. Related phrases
  - Searches related to
  - People also ask
  - Did you mean?

# Writing Copy

*"Write for customers, optimise for search engines"*



# Optimising: Getting Found

- One keyword per page (or phrase)
  - Title
  - Main heading (h1 tag)
  - Image file name



# Images

- **Content:**
  - Every page needs an image
  - Image search results
- **Filename:**
  - Keyword(s)
  - Lower case
  - Hyphenate words e.g. keyword-research.jpg
- **Tags**
  - Alt tags, title tags

# Common errors: Keywords

- Keyword ignorance
- Keyword stuffing
- Poor heading use

# Speed

*“Having a slow website is like owning a shop where people don’t want to go”*



# Accelerating Your Website

- Mobile first
- Remove Rubbish
- Managing Images
- Turbocharge Your Site

# Content Rubbish

- Remove redundant:
  - Tags
  - Scripts
  - CSS
- Avoid inline CSS
- Minify files:
  - HTML
  - Javascript
  - CSS

# Managing Images

- **Oversized images**
  - Resize to maximum used size
  - Reduce resolution (72dpi)
  - Consider using srcset
- **Large images (that need to be large)**
  - Consider open in new page/tab
  - Gated content opportunities

# Turbocharge Your Site

- Accelerated Mobile Pages (AMP)
- Google's view "It's how the web was meant to be"
  - Instant page load
  - Removes unnecessary content
  - Customer focused
- Get started now:
  - <https://www.ampproject.org/>

# Common errors: Speed

- Adding content or effects “because you like them”
- Using WYSIWYG editors
- Inline CSS
- Uncompressed files
- Large drop down lists/tables
  - Consider a separate page

# Speed Tips

- **Minify HTML, Javascript and CSS**
- **Use browser caching for static elements**
- **Set up AMP versions pages**
  - Especially key search traffic pages
- **Test with:**
  - <https://developers.google.com/speed/pagespeed/insights/>

# Links

*“Links surround us. They penetrate our sites. They bind the galaxy together...”*

*“...no, that was the web, they bind the web together.”*



# Types of Links

- **Content Link**

- Use relevant text for destination page (keywords)
- Less visible, don't interrupt reading

- **Call to Action**

- To direct and segment visitors
- Most visible, should interrupt reading

- **Structure (Menus)**

- Focus on the customer, provide structure
- Use keywords
- Important pages only

# Providing structure

- **Logical menu hierarchy**
  - Focus on user experience (UX)
- **Breadcrumbs**
  - Previous pages
  - Page hierarchy
- **Structured data markup**
  - Use schema.org

# Building Great Links

- Use destination keywords as link text
- Link from relevant pages
- Most important links to the top left of your pages
- If Call to Action isn't relevant text use keyword named images
- External links open in new tab
  - consider rel="nofollow" tags

# Common errors: Links

- **Poorly built links**
  - e.g. “Click Here”
- **Link overload**
  - Number of links
  - Length of link
- **Lack of links!**
- **Unclear site structure**

# Reminder: Measure Everything!

*"You can't improve what you can't measure"*



# Final Tips

- Other search engines are available
  - Bing/Yahoo
- SEO is as important for paid search as organic
  - Reduce cost through improved quality score
- Tools I use
  - <https://search.google.com/test/mobile-friendly>
  - <https://neilpatel.com/>
  - [http://www.writewords.org.uk/phrase\\_count.asp](http://www.writewords.org.uk/phrase_count.asp)

# And Finally...

*“Your web presence doesn’t end at your website, it’s just the beginning”*

- Author Me

