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Title: On-page Optimization Best Practices

Any great SEO strategy begins with on-page optimization. Online, brands do not have control over what others say about them or how third-party sites display content. Brands do, however, maintain full control over how they depict themselves on their own websites. Every page represents an opportunity.

If you can say with confidence that your webpages are performing at the best of their abilities, then you don't need this resource. If, however, your landing pages need an extra boost, read on.

What is On-page Optimization?

Search engines such as Google use hundreds of factors to rank websites. Many of those factors include on-page assets. Google's top three ranking factors [include links, content](#), and a machine learning program, RankBrain. RankBrain uses search term variations and other factors to refine searches for relevancy. In other words, the content on your website matters A LOT.

In addition to the top three SEO factors from Google, other considerations play a role in on-page SEO activities. Format, shareability, relevancy, and user experience enhance the performance of a single page within your website. If you're not worried about your "About" page or think your "Contact" page doesn't matter much, think again. Every page needs to include relevant and current information to help you reach your goals.

8 Best Practices for On-page Optimization

Many people think about website publishing like they do about print publishing: The initial publication is final. Online, that isn't true. You can adjust the layout, wording, and meaning of your content whenever needed to get the best results. The initial submission is only the first iteration of a living document. Whether you're beginning to create digital content or you're working with dated materials, we've compiled a list of best practices you can use to create, update, and maintain optimized content year after year:

1. Check hosting support. Did you know that two seconds [is the high end of the acceptable](#) range for website loading speeds? Website speeds and uptime can drastically improve a website's performance. The reality is that searchers will not waste time on slow websites when they can back out and access the information they need in a more acceptable time frame. Before you worry about content or other website ranking factors, make sure your website host can consistently support your digital needs.
2. Prioritize audience needs. Next, focus on relevancy. What your audience searches for is more important than trending website designs. Survey your customer base, engage in competitive intelligence, and start cranking out some high-quality content. Answer the questions your audience is asking to see better results over time.

RankBrain, one of Google's top search factors, [is a machine learning system](#). In other words, the algorithm is getting smarter. Start focusing on value if you want to improve rankings over time. Cheating and using black hat link building or keyword techniques are short-term fixes to a long-term game.

3. Don't fear videos and images. While written content matters, visual content captures attention faster than words. Use properly tagged videos and images to complement your written content. Every company is tempted to use stock images, but we highly recommend using new photography and original videos to earn search engine visibility. Most readers recognize a stock image a mile away. Real, candid, and relevant visual content captures the attention far more than stock photos.
4. Create the tags and URL. Take the time [to think about title tags](#) and the URL structure for every upload. These seemingly small snippets of information matter more than you think. Choose URLs that are easy to remember and focus on title tags that offer concise descriptions. Keep it short and sweet, but give it some thought.
5. Think "long tail." Long-tail keywords are phrases that include highly relevant terms for a particular subject. For example, the results for "bright pink princess party tiara" will provide more value to a certain subset of searchers than a search that only provides results for "party tiara." When crafting descriptions or keywords, [focus on the terms](#) your audience will most likely use.
6. Get responsive. Invest in a responsive web design. According to information from early last year, more than half of consumer website traffic [involved mobile](#) devices. If your website is not capable of handling mobile requests as well or better than desktop requests, your visibility may suffer. Partner with a technical expert to create a mobile-friendly web design.
7. Link to valuable resources. Focus on the quality of your links. If you link to outside resources, vet them for timeliness, authority, and relevancy. Choose anchor text phrasing that refers to the outside resource and avoid using links over two years old when possible. Every link should support the content delivered in the webpage itself.

8. Make it shareable. This SEO tactic does not require much ongoing support. Ensure every page features the easily interpreted sharing icons for social media networks. To take your SEO activities one step further, frequently share website content with social media posts for increased visibility.

On-page optimization serves as one of the first steps in any comprehensive SEO strategy. Focus on on-page activities first, then move to different SEO strategies. Each on-page activity will support social media sharing, links, application access, and mobile visibility. Over time, strong on-page support will provide measurable ROI. As you engage in each step, remember SEO is an ongoing activity. Revisit each step periodically for ongoing results.

Links:

<http://searchengineland.com/now-know-googles-top-three-search-ranking-factors-245882>

<http://www.webdesignerdepot.com/2016/02/how-slow-is-too-slow-in-2016/>

<http://searchengineland.com/faq-all-about-the-new-google-rankbrain-algorithm-234440>

<https://moz.com/learn/seo/title-tag>

<http://neilpatel.com/blog/how-to-generate-20000-monthly-search-visitors-through-long-tail-traffic/>

<http://marketingland.com/mobile-top-sites-165725>

Resources:

<http://neilpatel.com/blog/the-on-page-seo-cheat-sheet/>