

# ONSITE SEO



mike@marccx.com

An iceberg floating in a deep blue ocean under a cloudy sky. The tip of the iceberg is above the water line, while the much larger, jagged base is submerged. The text 'Onsite SEO' is written in red to the right of the visible tip, and 'Offsite SEO' is written in red to the right of the submerged base.

Onsite SEO

Offsite SEO

Onsite SEO is the  
process of making  
your website and web  
pages search engine  
friendly



## Uniquely Valuable

- Page provides authentic, obvious value beyond self-promotion of the host site/author
- Content quality stands apart from the crowd by a significant margin
- Text, images, & multimedia are remarkable
- Page would be described by 80%+ of visitors as useful, high quality, & unique
- Searchers who visit would be unlikely to go "back" from the page to choose a different result



## Provides Phenomenal UX

- Content and navigation elements are easily consumed/understood by users
- Design is aesthetically polished, high quality, and fit authentically with the brand
- Page layout makes scanning easy & important content elements obvious
- Page renders fast (<0.5 secs to first response; <4 secs to primary content loaded)
- A minimal number of browser requests are required to fully load the page
- Page is browser & device responsive (or specifically optimized to each as appropriate)



## Keyword-Targeted

- Page targets a single searcher intent (and associated keyword phrases)
- Primary keyword phrase is the first words of the title element
- Primary keyword phrase appears in page URL
- Content is logical & comprehensive, employing related terms/phrases
- Keyword phrases are highlighted with bold/italic/sizing/etc as appropriate



## Built to be Shared through Social Networks

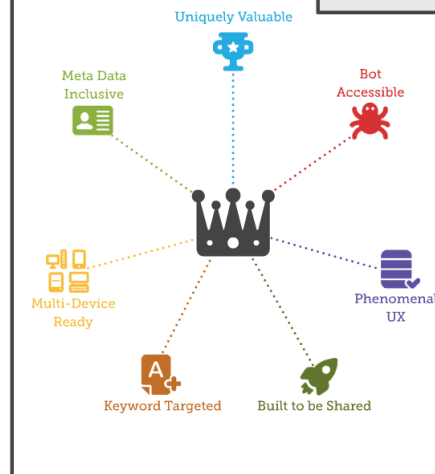
- URL is descriptive and makes the page's topic obvious
- Includes sharing options to the optimal social networks for the page's audience
- Page has inherent sharing value (i.e. those who share it will be praised by their audiences, and additional amplification is likely)
- As appropriate, employ tags for Facebook Open Graph, Twitter Cards, etc



## Multi-Device Ready

- Renders in every (popular) browser properly
- Optimized to render legibly & elegantly on every screen size
- Employs the same URL when requested/loaded on every device

# Elements of an Optimized Page



Created by Rand Fishkin



## Crawler/Bot Accessible

- URL is static (contains no dynamic parameters)
- Content is unique to this URL (all duplicates canonicalize to it)
- Content loads in page's HTML (not via post-load JS/AJAX/iFrames/etc)
- No more than 4 clicks are required from any page on the site to reach the URL
- Redirects from other/older versions use 301s or rel=canonical (not 302s)
- Redirects from other/older versions come direct (no redirect chains)
- If the page is temporarily unavailable, status code 503 is returned by the server
- As appropriate, page is included in an RSS feed; RSS URL is canonicalized/redirects to original
- Meta robots tag allows crawling & indexing
- Robots.txt file does not block crawler access
- Host server does not restrict search crawler IPs
- Key page elements are character length limited:
  - Title <75 characters
  - URL <90 characters
  - Meta Description <160 characters
- URL is included in site's XML Sitemaps file



## Authorship, Meta Data, Schema & Rich Snippets

- Page content is associated with the author/publisher in the markup via Google+ rel="author" or rel="publisher" attribution
- As appropriate to the content/topic/vertical, page includes schema.org microdata markup options
- As appropriate to the content/topic/vertical, page includes Google's rich snippets markup options
- Employs primary & secondary keywords in the meta description
- Meta description inspires interest & click-through from SERPs/social
- Generally avoids meta keywords (unless used for internal search)
- As appropriate to country/language, page employs hreflang

# 200+ Ranking Factors

[mike@marccx.com](mailto:mike@marccx.com)

# What onsite ranking factors matter most?

mike@marccx.com

# What onsite ranking factors matter most?

- ✓ Meta Tags
- ✓ Mobile Optimization
- ✓ (site)Maps



**Meta Tags**  
are snippets  
of text that  
describe a  
page's  
content



Types of Meta Tags include  
Title, Description, H1 and  
Image/Alt tags.

Let's say our target  
keyword is best shoe  
insoles for work

mike@marccx.com



best shoe insoles for work



Michael



## Amazon Best Sellers: Best Shoe Insoles - Amazon.com

[www.amazon.com/Best...Shoe-Insoles/zgbs/.../378012...](https://www.amazon.com/Best-Sellers/zgbs/378012...) ▼ Amazon.com, Inc. ▼

Discover the **best Shoe Insoles** in **Best Sellers**. Find the ... **Best Sellers in Shoe Insoles**. 1. .... Dr. Scholl's Massaging Gel **Work Insoles**, Men's Sizes 8-13, 1 Pair.

## Work Insoles - Insoles for Boots & Work Shoes | Dr. Scholl's®

<https://www.drscholls.com/productsandbrands/massaginggelworkinsoles> ▼

Offering all-day comfort even on hard surfaces, Dr. Scholl's® , Massaging Gel™ **Work insoles** fit in **work boots**, casual **shoes**, and sneakers.

Description Tag

Title Tag



best shoe insoles for work



Michael



## Amazon Best Sellers **Best Shoe Insoles** - Amazon.com

[www.amazon.com/Best...Shoe-Insoles/zgbs/.../378012...](https://www.amazon.com/Best-...Shoe-Insoles/zgbs/.../378012...) ▼ Amazon.com, Inc. ▼

Discover the **best Shoe Insoles** in Best Sellers. Find the ... Best Sellers in **Shoe Insoles**. 1. .... Dr. Scholl's Massaging Gel **Work Insoles**, Men's Sizes 8-13, 1 Pair.

## **Work Insoles** - insoles for Boots & Work Shoes | Dr. Scholl's®

<https://www.drscholls.com/productsandbrands/massaginggelworkinsoles/> ▼

Offering all-day comfort even on hard surfaces, Dr. Scholl's®, Massaging Gel™ **Work insoles** fit in work boots, casual shoes, and sneakers.

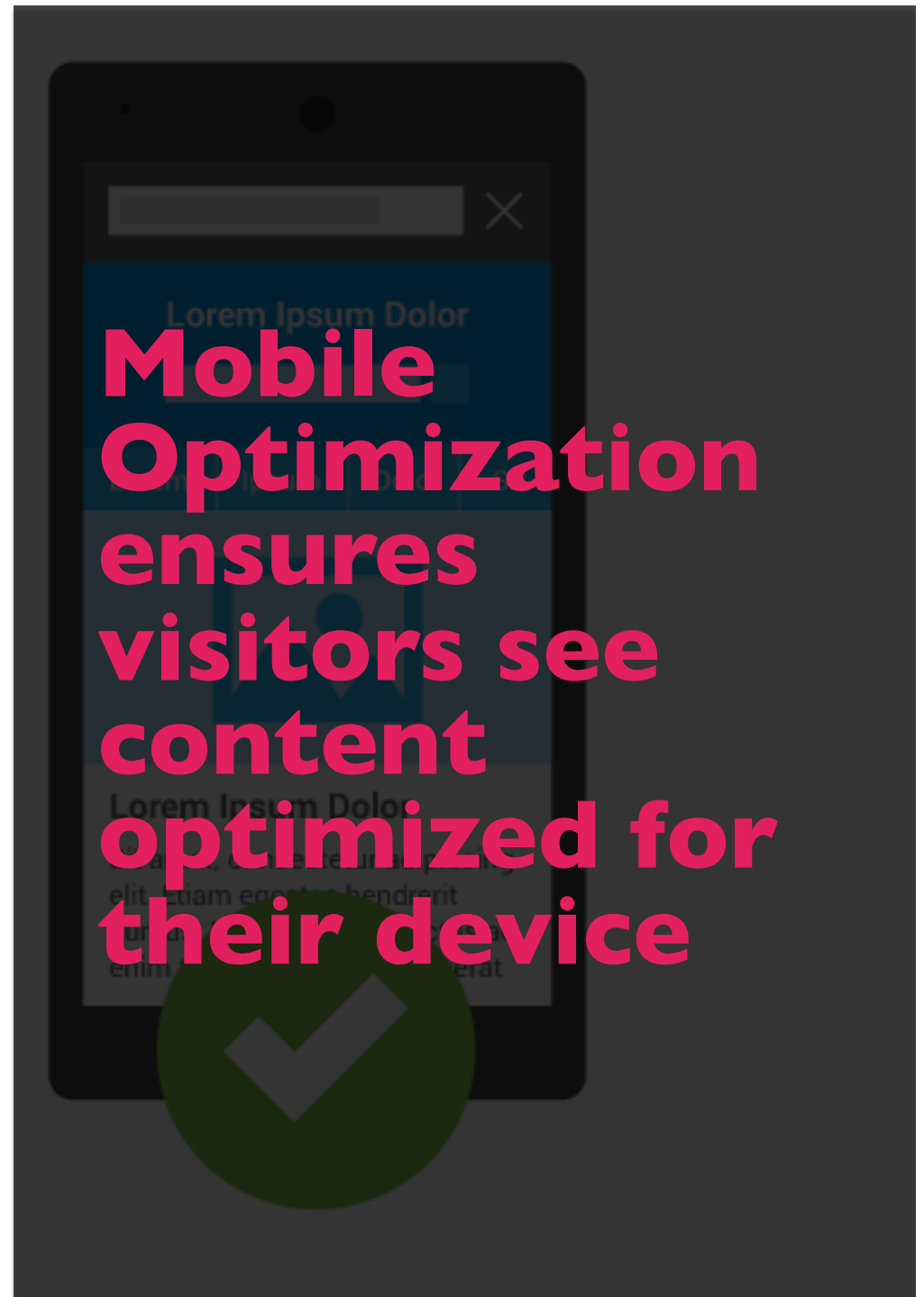
Keyword in TITLE

Keyword in DESCRIP

Keyword in URL

Keep the **Title Tag** close to 60 characters and the **Description Tag** to no more than 150 characters.

Avoid keyword stuffing, adding keywords in the titles or descriptions that don't make sense



**Mobile  
Optimization  
ensures  
visitors see  
content  
optimized for  
their device**

According to an official Google blog in May 2015, “more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan.”

In 2014, Google announced an algorithm update to address the poor experience of most users on mobile devices.





**Non-Mobile**

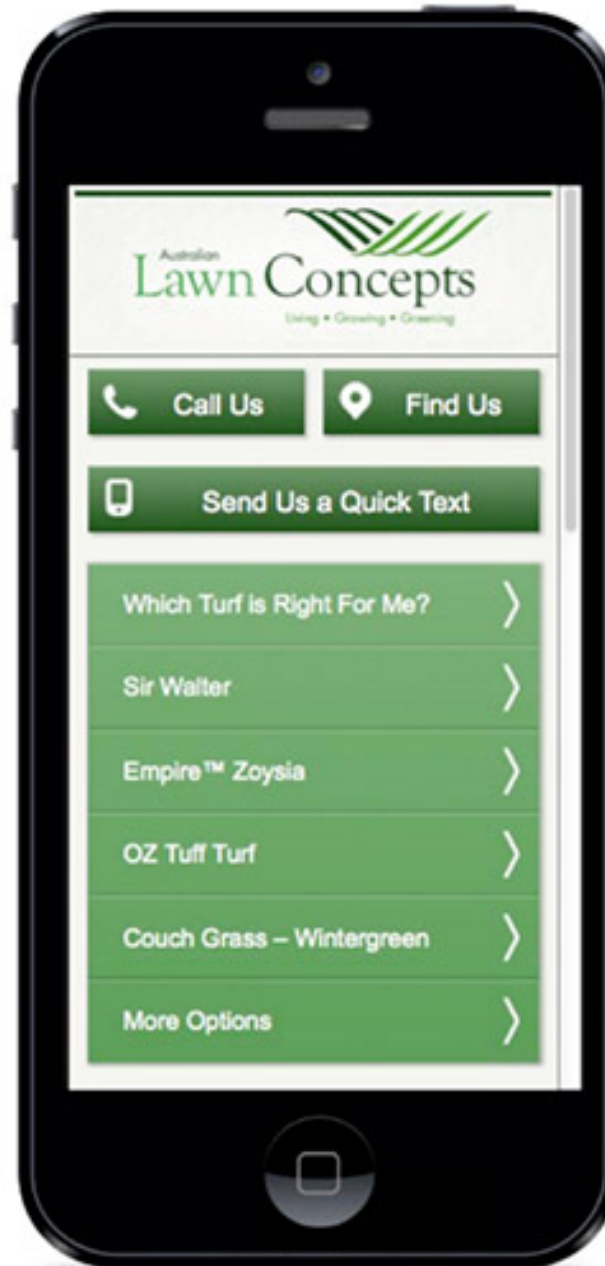


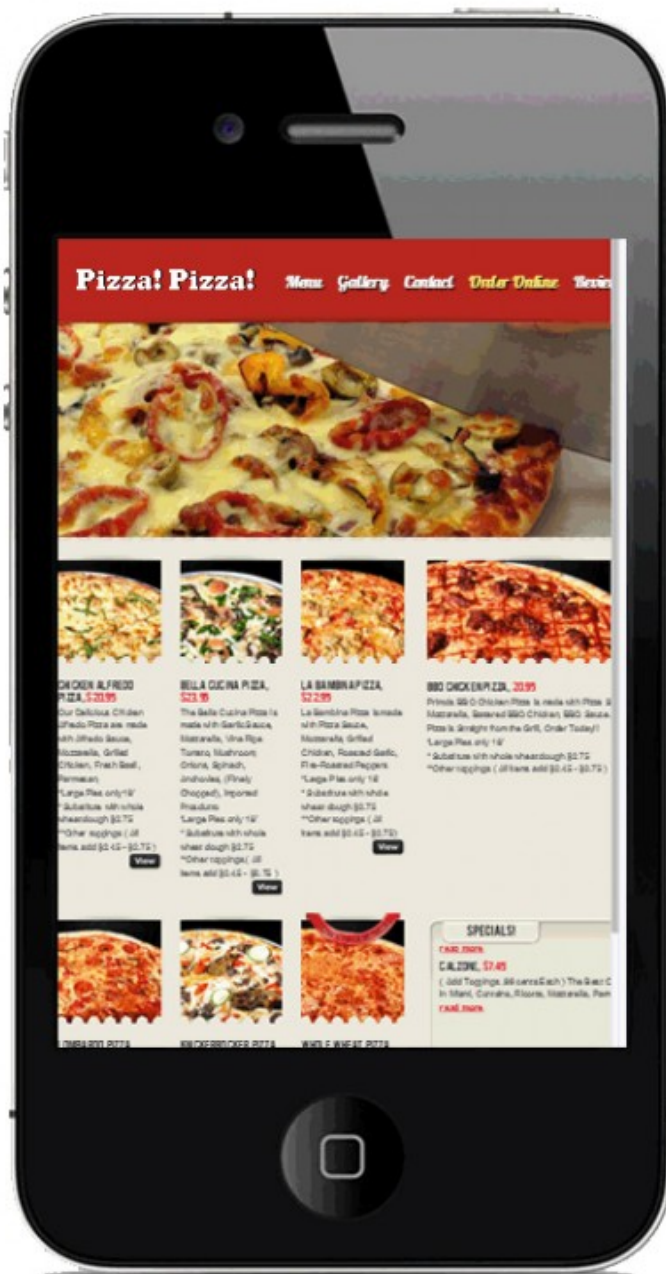
**Mobile**

BEFORE

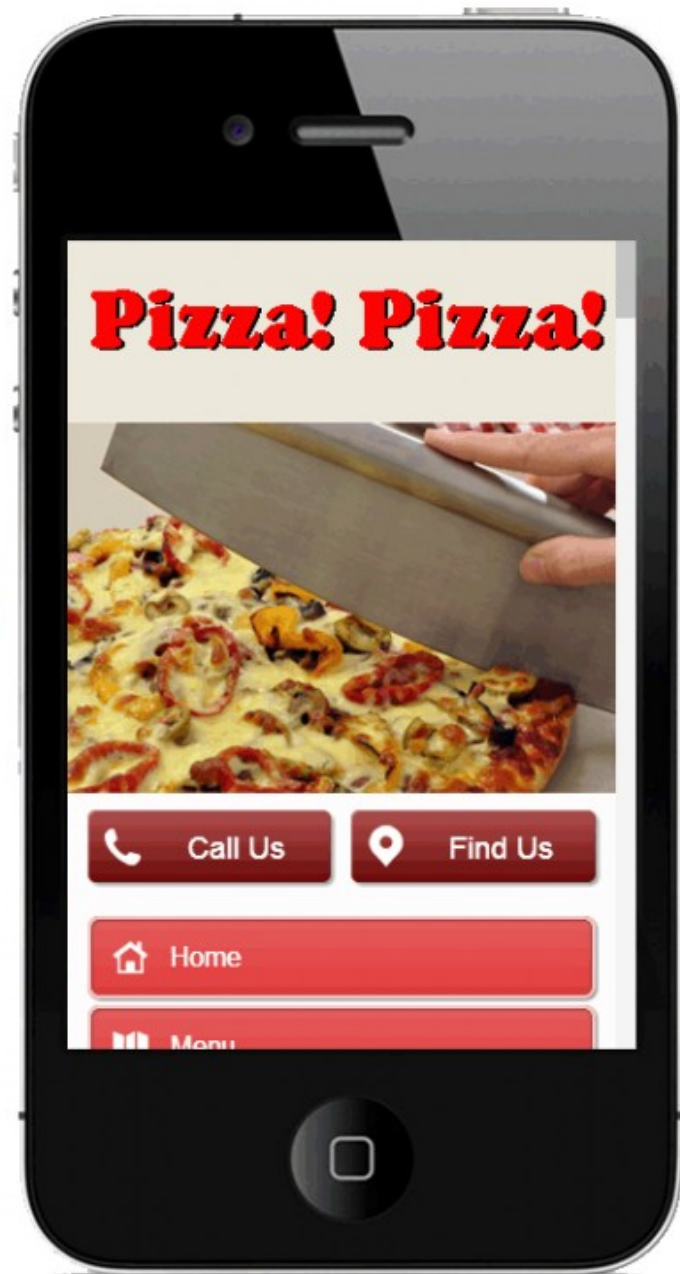


AFTER





Standard



Mobile

Check the mobile  
friendliness of your  
website by visiting  
[google.com/webmasters/  
tools/mobile-friendly/](https://google.com/webmasters/tools/mobile-friendly/)

mike@marccx.com





You can think of an XML Sitemap like a blueprint for your house and each web page is a room, making it easy for Google to quickly and easily find each room in your house.

Automatically generate a  
**sitemap & robots.txt** file  
using WordPress Plugin  
Yoast.

Submit your sitemap to  
Google Webmaster Tools

# OFFSITE SEO



mike@marccx.com



“Links continue to show one of the strongest associations with higher rankings out of all ranking factors.”

Moz 2015 Search Ranking  
Report

# 200+ Ranking Factors

[mike@marccx.com](mailto:mike@marccx.com)

Most Important = Links

mike@marccx.com

# Links = Backlinks

[mike@marccx.com](mailto:mike@marccx.com)

# backlink

/ˈbɑːkˌlɪŋk/

*noun*

COMPUTING

an incoming hyperlink from one web page to another website.

"the more backlinks you have pointing back to your site, the more popular it will be"



Translations, word origin, and more definitions

mike@marccx.com

# 7 Essential SEO Plugins for WordPress

at 🕒 October 27, 2015

Tags ▾ Categories ▾

20

📘 Share

50

🐦 Tweet

0

📌 Pinterest

0

📘 Share



## SEO Plugins

WordPress is the most heavily used CMS on the planet, accounting for nearly **24.3% of all websites**. It is used by millions of sites across the world in industries ranging from plumbing to finance. It can support sites of any size, from tiny five-page sites to high traffic properties such as The New Yorker and TIME Magazine.

Links act like votes. The more votes, the higher you rank.

[mike@marccx.com](mailto:mike@marccx.com)

# Elements of a Backlink:

- ✓ Referring URL

- ✓ Anchor Text

- ✓ DoFollow vs  
NoFollow



# Referring URL:

The higher the authority (e.g. Moz Domain Authority or Majestic Trust Flow), the more votes you receive

THE  
HUFFINGTON  
POST



## Anchor Text:

Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you're linking to, rather than something generic.

# Back to SEO Basics: Ideal Content Length for SEO?

at 🕒 October 19, 2015

Tags ▾ Categories ▾

0

📘 Share

52

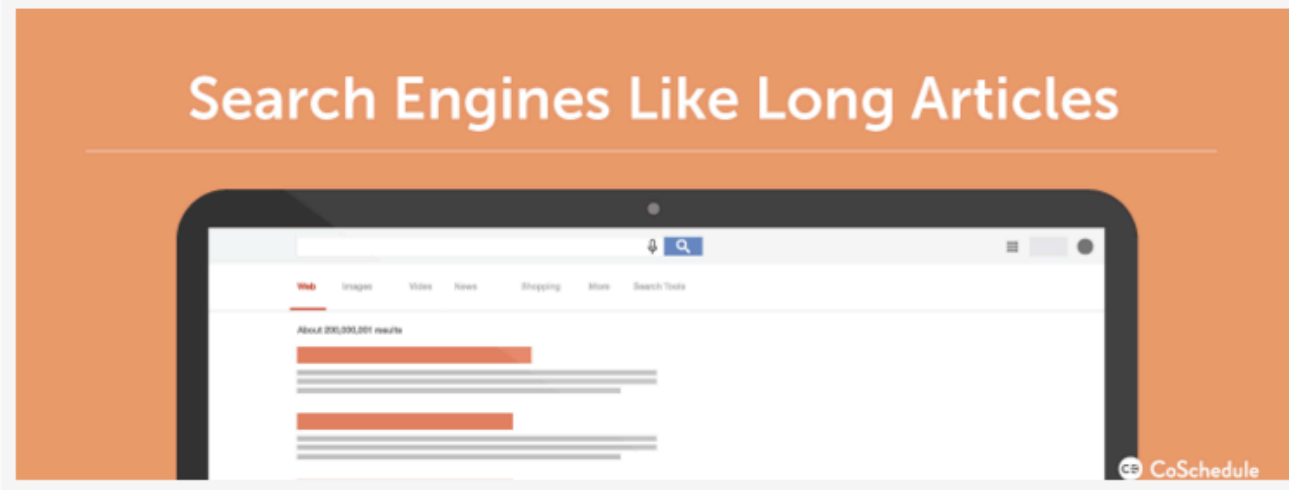
🐦 Tweet

0

📌 Pinterest

0

🌐 Share



## SEO Basics

If you've spent any time on marketing websites, you've probably seen heated debates on the ideal content length for SEO. This is one of the **SEO basics** few experts can agree on. Some argue that shorter, more frequent content does great, while others say that the longer the page, the better the results.

The truth is that there is no "perfect" content length for every website. How long your page should be depends heavily on your industry, target audience, traffic source and the **SEO tips** we'll share with you now.

# Assuming a keyword is Dog Training Tips...

| Anchor Text Type | Example  |
|------------------|--|
| Exact Match      | Dog training tips  |
| Partial Match    | Best dog classes   |
| URL Match        | <a href="http://www.PuppyPlace.com">www.PuppyPlace.com</a> |
| Branded Match    | PuppyPlace   |
| Random           | Click here, check this out, etc.                           |

# DoFollow vs. NoFollow Tags:

If a blog or web site doesn't use the NoFollow tag, the search engines acknowledge the link; if a site does use the NoFollow tag, the search engines do not acknowledge the link.

The SEO Equation =  
Onsite Optimization +  
Link Building

[mike@marccx.com](mailto:mike@marccx.com)

# Link Building Strategies

mike@marccx.com

