



SEO ON-PAGE OPTIMISATION

Equip Your Website to Become a Powerful
Marketing Platform



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

Many factors come into play when being indexed and ranked on the search engine results pages (SERPs); this begins with the different elements on each of your website. You need to optimise these factors to help search engine crawlers find your website, index the pages appropriately and rank it according to your desired keywords.

On-page optimisation plays a big role in ensuring the success of your online marketing campaign. In this definitive guide, you will learn the best practices of optimising your website to ensure proper indexing and high ranking on the SERPs. In addition, you will learn how to make your web pages convert.



CODES, MARK-UPS AND METADATA

Let's get technical

Clean codes, optimised HTML tags and metadata help search engines crawl your site better, indexing and ranking 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. This is where crawlers find everything they need to index your website. 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 that 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. This, in turn, may reveal your site secrets that competitors can pick up.

META ROBOTS TAGS:

One of the most crucial steps is to implement meta robots tags without applying the "noindex, nofollow" parameter to your most important pages.

CSS MANIPULATION:

You may have hidden content in your CSS codes; remove this to ensure 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. A good practice is to remove unnecessary tags.

Mark-Ups and Tags

Add mark-ups to improve the look of your SERPs listings and get more 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:

This shows 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 available on a video sharing site (Youtube, Vimeo, Vine, etc). You can also make this appear automatically through the Facebook Share markup code.

Other specialised snippets are available and may be applied based on your specific needs and industry. These include snippets for recipes, people snippets (showing a person's position and affiliations instead of their Google+ profile) and music album snippets, to name a few.

We will also check your HTML tags and optimise all titles and header tags. Make sure your main keywords appear in your title.

Metadata

Metadata optimisation helps crawlers interpret your site's content better. It is important to include the following details:

TITLE:

We keep your title within the character limit and ensure it is consistent with the web page's title.

META DESCRIPTION:

This displays your business name, location and contact details on the SERPs.

META KEYWORDS:

We refer to your keyword groupings to determine which keywords to insert here.

H1 TAG:

There needs to be a continuity between the title and header tag.

LANDING PAGES AND BUYER PSYCHOLOGY

When planning your landing page, you should be able to drop paid traffic onto that landing page and still see good results. An optimised landing page will work great for both SEO and PPC purposes. When your organically optimised page does not help with conversions, you will be throwing away valuable traffic and your money.



To get this mix right, we focus our efforts on optimising 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 to address during the customer journey. Here is how we do it:

Captivating, Keyword-Focused Title Tag:

On your landing page, this is the most important 8 - 10 words we will write. We keep it both keyword-focused and compelling enough to get more clicks than your competitors.

Eloquent Description:

This text is the first point of contact in search engine results, making it a crucial component in your landing page optimisation. We create descriptions that receive clicks through strong call-to-action.

Keyword-Focused, Powerful Headline:

We make sure the user experiences continuity when making first contact with the website. The headline contains the optimised keywords, giving your potential customer a reason to stay on the page and check what you have to offer. It also gives search engines the topical focus of your page.

Topically & Keyword-Focused Content:

The content on your landing page should focus on the topic and goals of your website. We use the correct keywords and related phrases; more than that, we make sure the content will be relevant and engaging to your users. We use the right code to structure content for improved readability.

Call-to-action:

A good landing page does not leave the user feeling unsure about the next step to take. It should be clear and concise in providing the user with a motivation to continue browsing and take action. 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, the keywords you want to rank, and the general purpose of the site. We also consider the customer journey and ensure the site structure will make sense to your customers.

Trust & Credibility Signals:

Add testimonials and the logos of companies that your clients have worked with. 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.

Socialisation:

The importance of social signals should not be understated when it comes to search algorithms. We make sure that your website pages are easily shareable by your users to prompt engagement with your offerings.

CONCLUSION

A good on-page optimisation strategy will bring paying customers to your doorstep. Whilst it is only the first step in the process, you will see an increase in good traffic to your website. Optimise your landing pages to close the loop in the conversion process and provide great business value to paying customers.