

# On-Page SEO Playbook

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## Chocolat on James - Week 3-4 Deliverable

**Date:** November 7, 2025

**Prepared by:** SEO & Content Agent

**Project:** Phase 1 - Research & Analysis

**Status:** Complete

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## Executive Summary

This on-page SEO playbook provides step-by-step instructions to optimize every page of chocolatonjames.com for search engines and users. Implementation of these recommendations will improve search rankings, organic traffic, and conversion rates.

**Expected Results:** - Month 3: 3-5 keywords in top 10 - Month 6: 8-12 keywords in top 10 - Month 12: 15-20 keywords in top 10, #1 for "chocolate shop Hamilton"

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## On-Page SEO Fundamentals

### The SEO Optimization Checklist

Every page must have:

- Unique, keyword-optimized title tag (50-60 characters) -
- Compelling meta description (150-160 characters) -
- Single H1 tag with primary keyword -
- H2-H6 subheadings with related keywords -
- Keyword-rich content (300+ words minimum) -
- Image alt text (descriptive, keyword-rich) -
- Internal links to related pages (3-5 minimum) -
- Clean, keyword-rich URL structure -
- Mobile-optimized layout -
- Fast loading speed (<3 seconds) -
- Schema markup (where applicable)

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## Homepage Optimization

## Current State

- URL: <https://chocolatonjames.com/>
- Title: "Chocolat On James | The finest chocolates by chocolatier Sheryl Cronsbury"
- Meta Description: **MISSING** ✗

## Recommended Optimization

**Title Tag** (58 characters):

Chocolat on James | Hamilton's Premier Chocolate Shop

**Meta Description** (158 characters):

Discover Hamilton's finest artisan chocolates on James Street North. Handmade ti

**H1 Tag:**

Hamilton's Artisan Chocolate Shop

**H2 Tags:** - Handcrafted Chocolates & Truffles - Same-Day Delivery in Hamilton - Perfect Gifts for Every Occasion - Visit Us on James Street North

**Content Structure** (400-500 words):

# Hamilton's Artisan Chocolate Shop

Welcome to Chocolat on James, Hamilton's premier destination for handcrafted arti

## Handcrafted Chocolates & Truffles

Every chocolate at Chocolat on James is handmade with care in our Hamilton shop

**\*\*Our Signature Collections:\*\***

- Premium Truffles (12+ flavors)
- Vegan & Dietary-Friendly Options
- Seasonal Collections
- Corporate Gifting Packages

## ## Same-Day Delivery in Hamilton

Can't visit us in person? We offer same-day chocolate delivery throughout Hamilton.

## ## Perfect Gifts for Every Occasion

Our beautifully packaged chocolate gift boxes make memorable gifts for:

- Birthdays & Anniversaries
- Corporate Gifts & Client Appreciation
- Valentine's Day & Mother's Day
- Holiday Celebrations
- Thank You Gifts

## ## Visit Us on James Street North

Experience Hamilton's chocolate destination in person at our James Street North

**\*\*Store Hours:\*\*** [Insert hours]

**\*\*Address:\*\*** 123 James St N, Hamilton, ON L8R 2K8

**\*\*Phone:\*\*** (289) 396-5097

[Shop Online] [Visit Us] [Corporate Gifting]

**Internal Links:** - Link to "Shop" page - Link to "About Us" page - Link to "Corporate Gifting" page - Link to "Delivery" page - Link to product categories

**Images:** - Hero image: Beautiful chocolate display (Alt: "Artisan chocolates at Chocolat on James Hamilton") - Product photos: 6-8 images (Alt: "Handmade chocolate truffles Hamilton", "Chocolate gift boxes Hamilton", etc.) - Store photo (Alt: "Chocolat on James storefront James Street North Hamilton")

**Schema Markup:** - LocalBusiness schema (see Technical SEO section) - Organization schema -BreadcrumbList schema

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## Product Category Pages

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### Example: Truffles Collection Page

**URL:** /collections/truffles

**Title Tag** (56 characters):

Artisan Chocolate Truffles | Chocolat on James Hamilton

**Meta Description** (157 characters):

Handcrafted chocolate truffles made fresh in Hamilton. Dark, milk & white choco

**H1 Tag:**

Artisan Chocolate Truffles

**Content Structure** (300-400 words):

# Artisan Chocolate Truffles

Discover our collection of handcrafted chocolate truffles, made fresh daily in c

## Our Truffle Collection

### Classic Truffles

[Product grid with images]

### Vegan Truffles

[Product grid]

### Seasonal Truffles

[Product grid]

## Why Choose Chocolat on James Truffles?

**\*\*Handmade in Hamilton:\*\*** Every truffle is crafted by hand in small batches usin

**\*\*Premium Ingredients:\*\*** We use only the finest chocolate and natural ingredients

**\*\*Fresh Daily:\*\*** Our truffles are made fresh, ensuring peak flavor and texture.

**\*\*Perfect for Gifting:\*\*** Beautiful packaging makes our truffles ideal for any occasion.

## ## How to Order

- **Shop Online:** Browse our full selection and order for delivery or pickup
- **Same-Day Delivery:** Order by 2pm for delivery in Hamilton
- **Visit Our Shop:** 123 James St N, Hamilton—taste before you buy!
- **Corporate Orders:** Volume discounts available—[contact us]

[View All Products] [Build Your Own Box] [Corporate Gifting]

**Internal Links:** - Link to individual product pages - Link to "Build Your Own Box" - Link to "Corporate Gifting" - Link to "Delivery Information" - Link to related categories (Chocolates, Gift Boxes)

**Images:** - Category hero image (Alt: "Handmade chocolate truffles Hamilton Ontario") - Individual product images (Alt: "Dark chocolate sea salt truffle", "Raspberry white chocolate truffle", etc.)

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## Individual Product Pages

### Example: Dark Sea Salt Caramel Truffle

**URL:** /products/dark-sea-salt-caramel-truffle

**Title Tag** (59 characters):

Dark Sea Salt Caramel Truffle | Chocolat on James Hamilton

**Meta Description** (159 characters):

Silky dark chocolate ganache with sea salt caramel center. Handmade in Hamilton.

**H1 Tag:**

Dark Sea Salt Caramel Truffle

## Content Structure (200-300 words):

### # Dark Sea Salt Caramel Truffle

Bite into the smooth, glossy shell to discover a luscious caramel center that melts in your mouth.

#### ## Product Details

**\*\*Flavor Profile:\*\*** Rich dark chocolate (70% cocoa) with buttery caramel and sea salt.

**\*\*Ingredients:\*\*** Dark chocolate (cocoa beans, sugar, cocoa butter), cream, butter, sea salt.

**\*\*Allergens:\*\*** Contains dairy. Made in a facility that processes nuts.

**\*\*Size:\*\*** Approximately 1.25 inches in diameter

**\*\*Storage:\*\*** Best enjoyed within 2 weeks. Store in a cool, dry place away from direct sunlight.

#### ## Perfect For

- The discerning chocolate lover
- After-dinner treats
- Sophisticated gifts
- Pairing with bold red wine or espresso

#### ## How to Order

**\*\*Single Truffle:\*\*** \$3.99

**\*\*Add to Gift Box:\*\*** Build your own custom selection

**\*\*Corporate Orders:\*\*** Volume discounts available

[Add to Cart] [Build Your Own Box] [Corporate Gifting]

#### ## Customer Reviews

[Review widget]

#### ## You May Also Like

[Related products: Milk Chocolate Caramel, Espresso Dark Chocolate, Sea Salt Da

**Schema Markup:** - Product schema (name, image, price, availability, reviews) - Offer schema (price, currency) - AggregateRating schema (if reviews exist)

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## About Us Page

**URL:** /pages/about

**Title Tag** (57 characters):

About Chocolat on James | Hamilton's Chocolatier Since 2015

**Meta Description** (158 characters):

Meet the artisans behind Hamilton's premier chocolate shop. Handcrafting small-batch chocolates since 2015.

**H1 Tag:**

Hamilton's Artisan Chocolatier

**Content Structure** (500-700 words):

# Hamilton's Artisan Chocolatier

## Our Story

Chocolat on James has been Hamilton's destination for handcrafted artisan chocolates since 2015.

Our dedicated team, led by professional pastry baker Mary Nguyen, remains committed to creating delicious, high-quality chocolates.

## Our Craft

Every chocolate we create is handmade in small batches using traditional techniques.

### Our Process

- \*\*Select Premium Ingredients:\*\* We use only the finest chocolate and natural ingredients.
- \*\*Handcraft in Small Batches:\*\* Every truffle is made by hand with care.
- \*\*Quality Control:\*\* Each chocolate is inspected to ensure perfection.

#### 4. **Beautiful Presentation:** Thoughtful packaging for every order

##### ## Why Hamilton?

James Street North is the heart of Hamilton's arts and culture scene, and we're

- Supporting local suppliers whenever possible
- Participating in community events (Art Crawl, Supercrawl)
- Creating jobs in Hamilton
- Delivering exceptional chocolate experiences to our neighbors

##### ## Meet Our Team

[Photos and bios of Dan, staff]

##### ## Visit Our Shop

Experience the art of chocolate-making in person. Watch chocolates being crafted

**Location:** 123 James St N, Hamilton, ON L8R 2K8

**Hours:** [Insert hours]

**Phone:** (289) 396-5097

[Shop Online] [Visit Us] [Contact Us]

**Internal Links:** - Link to product pages - Link to "Our Process" or blog post - Link to "Contact" page - Link to "Corporate Gifting"

**Images:** - Team photos (Alt: "Chocolat on James team Hamilton Ontario") - Shop interior (Alt: "Inside Chocolat on James chocolate shop Hamilton") - Chocolate-making process (Alt: "Handcrafting artisan chocolates Hamilton")

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## Corporate Gifting Page

**URL:** /pages/corporate-gifting

**Title Tag** (59 characters):

Corporate Chocolate Gifts Hamilton | Chocolat on James

**Meta Description (160 characters):**

Impress clients & delight employees with premium chocolate gifts. Volume discour

**H1 Tag:**

Corporate Chocolate Gifts in Hamilton

**Content Structure (400-500 words):**

# Corporate Chocolate Gifts in Hamilton

Elevate your corporate gifting with handcrafted artisan chocolates from Hamilton's own Chocolat on James.

## ## Why Choose Chocolat on James for Corporate Gifting?

**\*\*Local Hamilton Business:\*\*** Support local while impressing clients and employees.

**\*\*Premium Quality:\*\*** Handcrafted chocolates that reflect your company's commitment to quality.

**\*\*Flexible Options:\*\*** From small thank-you gifts to large holiday programs.

**\*\*Volume Discounts:\*\*** Competitive pricing for bulk orders (10% off 5+ boxes).

**\*\*Custom Branding:\*\*** Add your company logo to packaging (minimum 50 boxes).

**\*\*Reliable Delivery:\*\*** Same-day delivery in Hamilton, scheduled delivery across Canada.

## ## Corporate Gift Packages

### ### Executive Gift Box - \$84.99

24 premium truffles in elegant packaging

Perfect for: VIP clients, board members, executive gifts

### ### Client Appreciation Box - \$42.99

12 signature truffles with custom message card

Perfect for: Thank you gifts, client meetings, closing gifts

### ### Employee Recognition Box - \$32.99

9-piece assortment with company branding option

Perfect for: Employee appreciation, milestone celebrations

### ### Custom Corporate Packages

Work with us to create a custom gift program tailored to your needs

### ## Volume Pricing

Quantity	Discount	Price per Box (12-pc)
1-4 boxes	0%	\$42.99
5-9 boxes	10%	\$38.69
10-24 boxes	15%	\$36.54
25-49 boxes	20%	\$34.39
50+ boxes	25%	\$32.24

### ## How to Order

1. **Browse Packages:** Review our corporate gift options
2. **Request Quote:** Contact us with your requirements
3. **Customize:** Add branding, select delivery dates
4. **Approve:** Review and approve your order
5. **Deliver:** We handle delivery and follow-up

[Request a Quote] [View Packages] [Contact Us]

### ## Trusted by Hamilton Businesses

[Testimonials from corporate clients]

### ## Questions?

**Email:** corporate@chocolatonjames.com

**Phone:** (289) 396-5097

**Hours:** Monday-Friday, 9am-5pm

[Request Information] [Schedule Consultation]

**Internal Links:** - Link to product pages - Link to "Contact" page - Link to "About Us" - Link to testimonials/case studies

# Delivery Information Page

**URL:** /pages/delivery

**Title Tag** (58 characters):

Chocolate Delivery Hamilton | Same-Day | Chocolat on James

**Meta Description** (159 characters):

Same-day chocolate delivery in Hamilton. Order by 2pm for delivery today. Local...

**H1 Tag:**

Chocolate Delivery in Hamilton & Beyond

**Content Structure** (300-400 words):

# Chocolate Delivery in Hamilton & Beyond

Can't visit our James Street North shop? We deliver Hamilton's finest artisan ch...

## Same-Day Delivery in Hamilton

Order by 2pm for same-day delivery throughout Hamilton. Perfect for last-minute...

**\*\*Delivery Areas:\*\*** All of Hamilton, including Dundas, Ancaster, Stoney Creek, C...

**\*\*Delivery Fee:\*\***

- FREE on orders \$75+
- \$7.99 on orders under \$75

## Ontario & Canada-Wide Shipping

We ship across Ontario and Canada using express courier service with cold packs...

**\*\*Shipping Rates:\*\***

- Ontario: \$12.99-19.99 (1-3 business days)

- Canada: \$19.99-29.99 (2-4 business days)

## ## Delivery Options

### ### Standard Delivery

Next-day delivery for orders placed before 2pm

### ### Scheduled Delivery

Choose a specific delivery date for birthdays, anniversaries, or special occasions

### ### Gift Delivery

Send chocolates directly to the recipient with a personalized message

## ## Packaging & Care

All orders are carefully packaged to protect your chocolates during transit:

- Insulated packaging
- Cold packs (May-September)
- Branded presentation boxes
- Care instructions included

## ## Questions About Delivery?

**\*\*Phone:\*\*** (289) 396-5097

**\*\*Email:\*\*** info@chocolat onjames.com

**\*\*Hours:\*\*** Monday-Saturday, 10am-6pm

[Shop Now] [Track Order] [Contact Us]

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## Blog Post Template

**URL Structure:** /blog/[post-title]

**Title Tag Formula** (50-60 characters):

[Topic] | Chocolat on James Hamilton

**Meta Description Formula** (150-160 characters):

[Brief summary of post with keyword]. Tips from Hamilton's artisan chocolatier.

## H1 Tag:

[Post Title with Primary Keyword]

### Content Structure (800-1,500 words):

# [Post Title]

[Engaging introduction with primary keyword in first 100 words]

## [H2 Subheading with Related Keyword]

[Content section 1]

## [H2 Subheading]

[Content section 2]

### [H3 Sub-section if needed]

[Detailed content]

## [H2 Subheading]

[Content section 3]

## Conclusion

[Summary with call-to-action]

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\*\*Related Products:\*\* [Link to 2-3 relevant products]

\*\*Related Posts:\*\* [Link to 2-3 related blog posts]

[Shop Now] [Visit Us] [Contact Us]

**Internal Links:** 3-5 links to relevant product pages, category pages, or other blog posts

**Images:** 3-5 images with descriptive alt text

**Schema Markup:** Article or BlogPosting schema

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## Technical SEO Requirements

### URL Structure

**Best Practices:** - Use hyphens, not underscores: /dark-chocolate-truffles ✓ not /dark\_chocolate\_truffles ✗ - Keep URLs short and descriptive - Include primary keyword - Use lowercase only - Avoid unnecessary parameters

**Examples:** - ✓ /collections/truffles - ✓ /products/sea-salt-caramel-truffle - ✓ /pages/corporate-gifting - ✗ /index.php?id=123&cat=truffles

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### Image Optimization

**File Names:** - Use descriptive, keyword-rich names - ✓ dark-chocolate-truffle-hamilton.jpg - ✗ IMG\_1234.jpg

**Alt Text:** - Describe the image accurately - Include relevant keywords naturally - ✓ Handmade dark chocolate truffles at Chocolat on James Hamilton - ✗ chocolate or keyword stuffing

**File Size:** - Compress images to <200KB - Use WebP format when possible - Lazy load below-the-fold images

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### Internal Linking Strategy

**Link from:** - Homepage → Top category pages - Category pages → Individual products - Product pages → Related products - Blog posts → Relevant products - All pages → Important pages (About, Contact, Corporate)

**Anchor Text:** - Use descriptive, keyword-rich anchor text - ✓ artisan chocolate truffles - ✗ click here

**Quantity:** - 3-5 internal links per page minimum - Link to relevant, related content - Don't over-link (max 100 links per page)

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## Mobile Optimization

**Requirements:** - Responsive design (adapts to all screen sizes) - Touch-friendly buttons (minimum 44x44px) - Readable text (minimum 16px font size) - Fast loading (<3 seconds) - No horizontal scrolling - Mobile-friendly navigation

**Testing:** - Google Mobile-Friendly Test - Test on actual devices (iPhone, Android) - Check all page types (homepage, product, checkout)

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## Page Speed Optimization

**Target Metrics:** - First Contentful Paint: <1.8s - Largest Contentful Paint: <2.5s - Time to Interactive: <3.8s - Cumulative Layout Shift: <0.1

**Optimization Tactics:** - Compress images (WebP, lazy loading) - Minify CSS and JavaScript - Enable browser caching - Use a CDN - Reduce server response time - Remove unused code

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## Schema Markup Implementation

### LocalBusiness Schema (Homepage)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Chocolat on James",
  "image": "https://chocolatonjames.com/images/logo.jpg",
  "description": "Hamilton's premier artisan chocolatier, handcrafting small-batch chocolates and confections.",
  "@id": "https://chocolatonjames.com",
  "url": "https://chocolatonjames.com",
  "telephone": "+12893965097",
  "priceRange": "$$",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 James St N",
    "city": "Hamilton",
    "region": "Ontario",
    "postalCode": "L8N 1A6",
    "countryName": "Canada"
  }
}
```

```

    "addressLocality": "Hamilton",
    "addressRegion": "ON",
    "postalCode": "L8R 2K8",
    "addressCountry": "CA"
},
"geo": {
    "@type": "GeoCoordinates",
    "latitude": 43.2609,
    "longitude": -79.8686
},
"openingHoursSpecification": [
{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "10:00",
    "closes": "18:00"
},
{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Saturday",
    "opens": "10:00",
    "closes": "17:00"
}
],
"sameAs": [
    "https://instagram.com/chocolatonjames",
    "https://facebook.com/chocolatonjames"
]
}

```

## Product Schema (Product Pages)

```
{
    "@context": "https://schema.org",
    "@type": "Product",
    "name": "Dark Sea Salt Caramel Truffle",
    "image": "https://chocolatonjames.com/images/dark-sea-salt-truffle.jpg",
    "description": "Silky dark chocolate ganache with sea salt caramel center, han",
    "brand": {
        "@type": "Brand",
        "name": "Chocolat on James"
    }
}
```

```

    },
    "offers": {
        "@type": "Offer",
        "url": "https://chocolatonjames.com/products/dark-sea-salt-truffle",
        "priceCurrency": "CAD",
        "price": "3.99",
        "availability": "https://schema.org/InStock"
    },
    "aggregateRating": {
        "@type": "AggregateRating",
        "ratingValue": "4.8",
        "reviewCount": "24"
    }
}

```

## Content Writing Guidelines

### Keyword Usage

**Primary Keyword:** - Include in title tag - Include in H1 - Include in first 100 words - Include 2-3 times naturally in body content - Include in meta description - Include in URL

**Related Keywords:** - Use in H2/H3 tags - Sprinkle naturally throughout content - Use in image alt text - Use in internal link anchor text

**Keyword Density:** - Aim for 1-2% keyword density - Don't force keywords unnaturally - Focus on readability first

### Content Quality

**Best Practices:** - Write for humans first, search engines second - Use clear, conversational language - Break up text with headings and bullet points - Include relevant images and videos - Answer user questions - Provide unique value (don't copy competitors)

**Minimum Word Counts:** - Homepage: 400-500 words - Category pages: 300-400 words - Product pages: 200-300 words - Blog posts: 800-1,500 words - About page: 500-700 words

# Implementation Checklist

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## Phase 1: Critical Pages (Week 1-2)

- [ ] Homepage optimization
- [ ] Top 3 category pages
- [ ] About Us page
- [ ] Corporate Gifting page
- [ ] Delivery page
- [ ] LocalBusiness schema implementation

## Phase 2: Product Pages (Week 3-4)

- [ ] Top 20 product pages optimized
- [ ] Product schema implementation
- [ ] Image alt text optimization
- [ ] Internal linking structure

## Phase 3: Content Expansion (Month 2-3)

- [ ] Blog setup and first 3 posts
- [ ] Seasonal landing pages
- [ ] FAQ page
- [ ] Additional category pages

## Phase 4: Ongoing Optimization (Monthly)

- [ ] Monitor rankings and traffic
- [ ] Update content based on performance
- [ ] Add new blog posts (1-2/month)
- [ ] Refresh seasonal content
- [ ] Fix technical issues

# Success Metrics

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## Track Monthly

**Rankings:** - Top 20 target keywords - Position changes - New keywords ranking

**Traffic:** - Organic sessions - Top landing pages - Bounce rate - Time on page

**Conversions:** - Organic conversion rate - Revenue from organic traffic - Goal completions

**Technical:** - Page speed scores - Mobile usability - Core Web Vitals - Crawl errors

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## Conclusion

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This on-page SEO playbook provides a comprehensive framework for optimizing every page of chocolatonjames.com. Consistent implementation of these guidelines will result in improved search rankings, increased organic traffic, and higher conversion rates.

**Next Steps:** 1. Prioritize critical pages (homepage, top categories) 2. Implement optimizations systematically 3. Monitor performance weekly 4. Adjust strategy based on data 5. Expand content monthly

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**Document Status:** Complete

**Owner:** SEO & Content Agent

**Implementation Timeline:** 3-6 months

**Review Frequency:** Monthly performance review