



Omniscient OnPage

By Charles Floate

At the end of the day, if your OnPage SEO isn't perfect then you aren't done yet... And it's rarely the case that most SEOs are able to get their own sites to perfection, let alone clients ones.

In this eBook, I plan on teaching you the intricacies of properly optimizing pages and the knowledge you'll need to build a cohesive strategy for your entire site. I also hope that if you properly understand this eBook and put everything into practice, that you'll be able to pick up that SEO intuition of analyzing competitors OnPage from the moment you load their page.

OnPage SEO is essentially balancing what Google and people want to see from your site and pages.

You'll need to have a basic understanding of SEO terminology to be able to put the knowledge contained in this eBook into practice. You can check out [my SEO Glossary here](#).

Other than that, you can carry out the techniques in this eBook for most websites, every client I've ever come across and they're particularly applicable to affiliate sites, which is the world I come from of course.

I'd like to thank you for purchasing this eBook, and can use the contents to also become an Omniscient OnPage SEO.

A handwritten signature in black ink that reads "Charles Foote".

wsodownloads.it

Table of Contents -

Housekeeping	4
Basics	4
Keyword In The URL - Set URL Structure	5
Keyword In The H1 Title Tag	6
Keyword In The SEO Title	6
Related Keywords In Subheadings	9
Keyword In The First 100 Words	11
Keyword In Image Alt Tags	11
Internal Links (Silo Mapping)	13
Outbound Links	16
HTTPS	17
Content Optimization	19
Compare Top-Ranking Content	19
Refine Content Based On The Keyword Intent	23
LSI Keywords	24
Structured Content, Data & Schema	27
Page Speed	30
Find a Reliable Hosting Provider	31
Set Up A CDN	33
Cache Your Pages	34
Compress Image File Sizes	35
Use Lightweight and Responsive Theme	36
Prevent JS That You're Not Using on Your Page from Loading	37
Crawability	39
Set Up Your XML Sitemap Properly	40
Ensure Low Click Depth	41
Eliminate Broken Links	42
Use Robots.txt	43
Use Noindex Meta Tags	44
Audit Redirects	47
Resolve Duplicate Content	48
Fix Keyword Cannibalization	50
Adopt Orphaned Pages	52
E-A-T And The Medic Update	53
Beef Up Your About Page	54
Boast Author Credentials	56
Display Social Proof	58

CRO For OnPage SEO	60
KPIs And Benchmarks: Taking OnPage SEO A Step Further	64
Conclusion & Thank You	68

Housekeeping

I'd like to preface this eBook by sharing with you the tools I'll use to optimize your site for the on-page factors I'll be discussing here.

Here's the thing: There are lots of tools out there that do the same thing as the others. It's all about **choosing the tools that you're most comfortable with.**

That said, I'll be showing you how to optimize using **WordPress** as our CMS of choice. It's one of the most popular and widely used website platforms out there due to flexibility, support, etc. So it's best to show you how on-page SEO is done using it.

You'll also see me showcase different tools in this book, most of which are plugins that can increase your site's performance. I've also listed alternatives to the featured tools just in case you want options as to which one to use moving forward.

At the same time, I've discussed how you can do some of the on-page stuff manually. The point is to implement most of the teachings in this eBook on your site regardless of which platforms and tools you're using.

Basics

I can't state how IMPORTANT it is to get the basics of on-page SEO down pat. Because **you won't be able to rank if your site and pages are poorly optimized for your target keywords!**

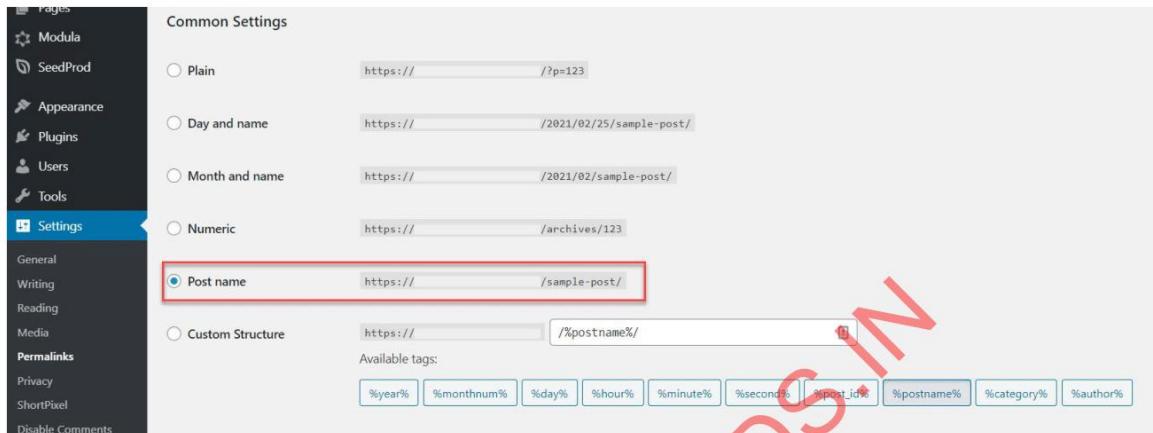
In this part, we'll mostly deal with how you must optimize for your *target keyword*. If you don't have researched keywords for your site yet, it's time to do it NOW.

If you want to do it the right way, you can find out how I research keywords from my [SEO Side Hustle](#) guide.

Assuming that you already have assigned keywords for each of your pages, you need to prioritize your main target keyword to optimize the intent of the page around... As this is the basic section of the guide, we're going to make it ultra-simple and just look at all the places we can place out target keyword:

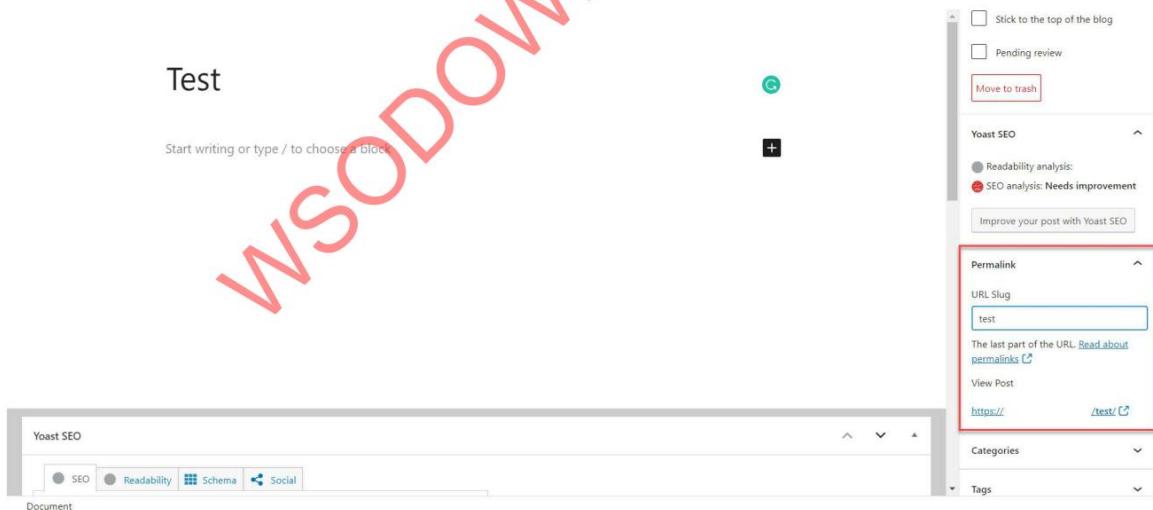
Keyword In The URL - Set URL Structure

From WordPress, go to Settings > Permalinks. Then from the Permalinks Settings page, click on the Post name radio button.



Save the settings so you can edit the URL structure of all your pages to include their respective keywords.

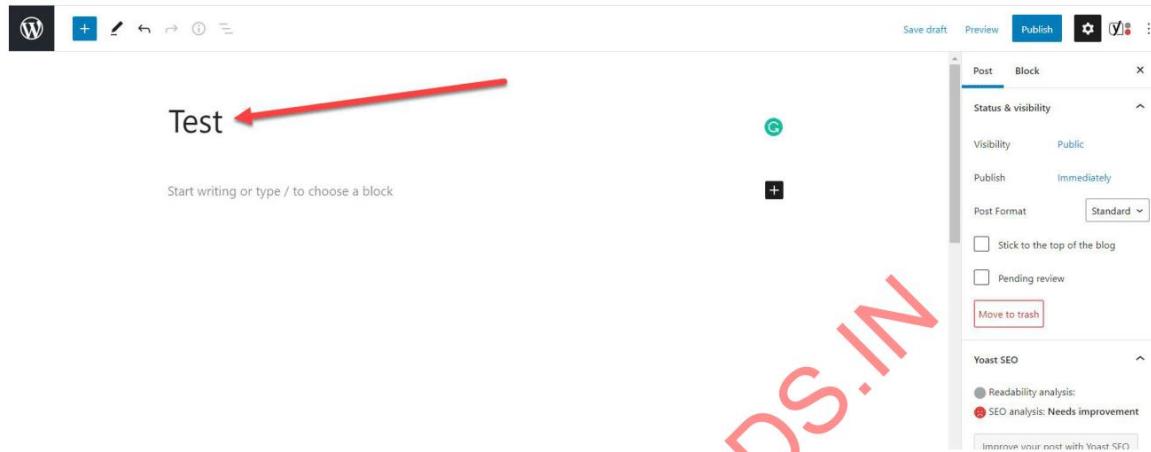
Go to the page in your WordPress site with a URL you want to edit. On that page, click on the Post tab on the right sidebar. Then scroll down until you see the Permalinks section. Change the text to include your keyword.



Note: For WordPress sites using the Gutenberg block editor, you'll only be able to edit the permalink of a NEW page or post if you saved it as a draft first.

Keyword In The H1 Title Tag

Another important on-page ranking placement is the title tag. You can see this in WordPress on the top of the block editor.



This is the text with the H1 tag on the page. It is also what visitors will see on your page in big letters. Make sure to include your keyword in this article.

Keyword In The SEO Title

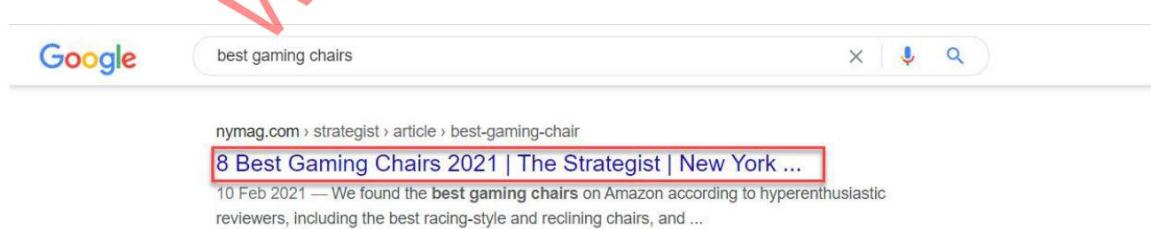
The first thing you're probably asking is this:

"What's the difference between Title Tag and SEO Title?"

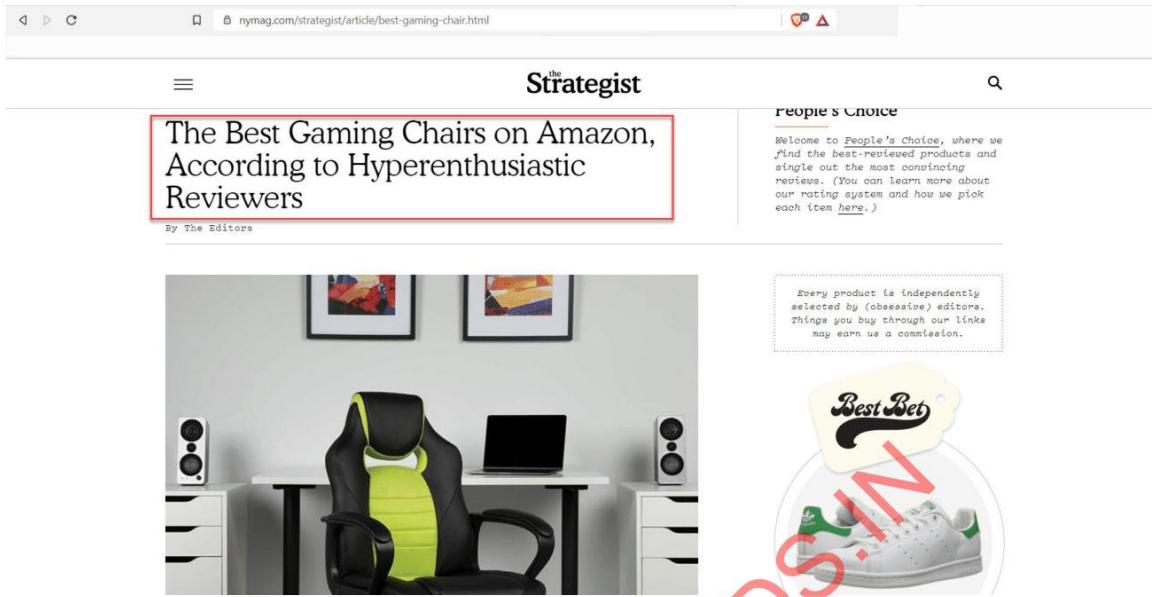
Unlike the title tag, the SEO title won't show on your page once users visit it.

Instead, **it will appear on SERPs**.

Here's an example of an SEO title at work on SERPs.



But when visitors click on the page, they will see the page's title tag instead.



So why have a different SEO title and title tag for the same page?

When your page appears on SERPs, you want to **balance the SEO and usability factors**.

This means you have to include the keyword AND compel readers to click on it.

You can use the same SEO title and title for a page - there's no question about that. But keep in mind: you're vying for MILLIONS of other pages optimized for the same keyword.

Therefore, you want to maximize **your opportunity to create an SEO title that people want to click on over the rest!**

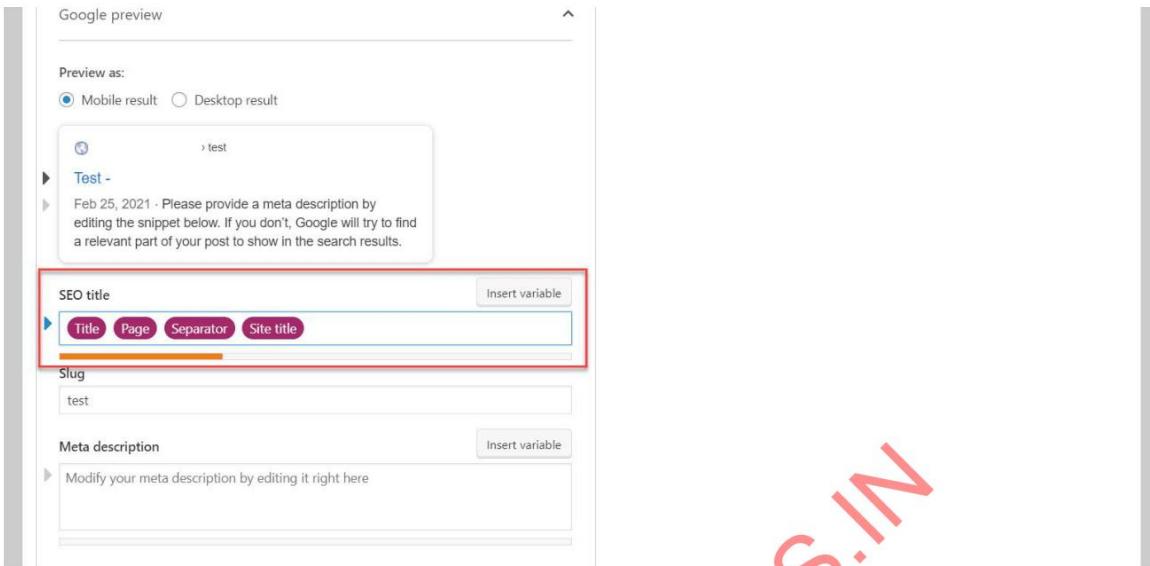
You can tweak this on WordPress by installing an SEO plugin. There are lots to choose from, but here's a shortlist of the most downloaded and popular plugins:

- **Yoast SEO**
- **Rank Math**
- **SEOPress**
- **All in One SEO**

For this example, I'll be showing you how to change the page's meta title using Yoast SEO.

On the page, scroll down until you see the Yoast SEO section. Then find the Google preview in the SEO tab.

Find the SEO title text bar and type in your preferred title for the page.



If you leave it blank, it will show your title tag as the SEO title.

But since we want to create a more COMPELLING and CLICK-WORTHY SEO title, below are some tips to help you get started:

- Keep it within 55-60 characters. If you exceed the character limit, Google would truncate the title with an ellipsis (similar to the screenshot of NYMag on SERPs).
- Highlight the benefit. What will readers learn about the post they're about to read from you, i.e. Best Gaming Chairs in 2021 for Relieving Back Pain.
- Elicit emotions. Use power words in your SEO titles to pull the heartstrings of people and lead them to click on your page.
- Use numbers if applicable. If you have 10 tips in your content, mention the number in the SEO title. Better if you can use prime and INDIVISIBLE numbers, i.e. 11, 27, 31, etc.

About meta descriptions:

Entering your keyword in a page's meta description WAS an on-page SEO best practice. It WAS also a prime real estate where you can enter text to compel users to click on your link similar to the SEO title.

Nowadays, Google will use text from your content to feature as the page's description on SERPs.

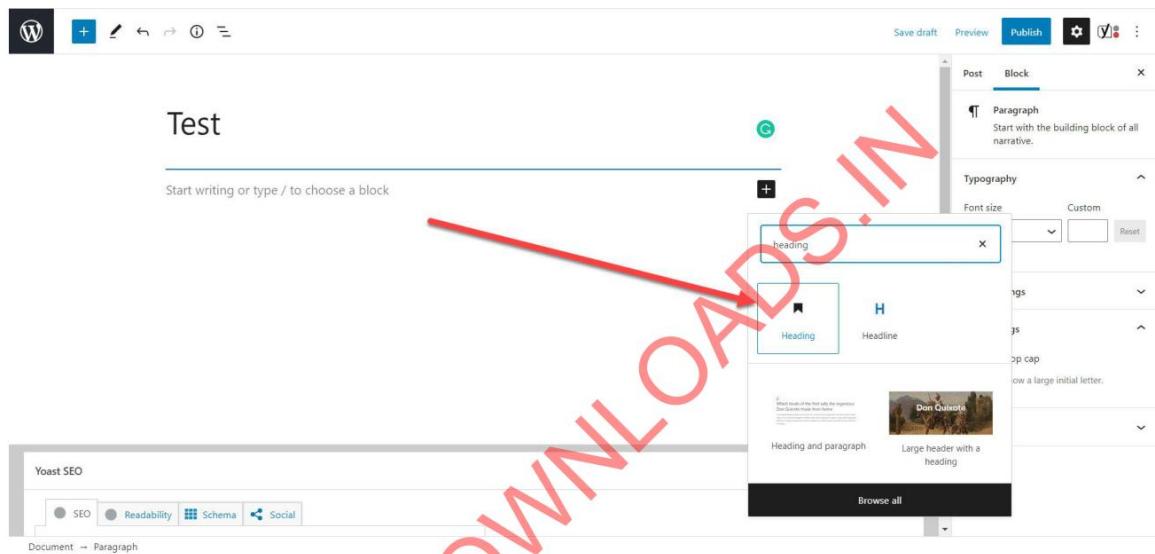
So even if you fill out your meta description using your SEO plugin, **Google has the right to ignore it and use a different text on your page as its description on SERPs.**

This is worth noting because you don't have to put as much energy into crafting meta descriptions unlike before given the situation. Focus on the other factors featured in this eBook instead.

Related Keywords In Subheadings

Subheadings are the H2, H3, H4, etc. tags you use to group your content into different sections.

Click on the plus icon on WordPress and search for the Heading block.



Then choose which subheading tag to use based on your content. You normally start with the H2 tag, followed by the H3 tag, and so on.

Using these tags, you can enter your related keywords here.

The easiest way to find related keywords is by entering your target keyword on Google and scrolling at the bottom of the page to see search terms related to your query.

Related searches :

- best gaming chairs reddit
- best budget gaming chair
- gtracing pro series gaming chair
- secret lab gaming chair
- best gaming chair philippines
- secret lab
- best gaming chairs under \$200
- gaming desk

Goooooooooooooogle >

1 2 3 4 5 6 7 8 9 10 Next

● Fashion District, Los Angeles, CA - From your Internet address - Use precise location - Learn more

Help Send feedback Privacy Terms

These are the related searches for “best gaming chair.” **Choose the most relevant ones from here to use as your H2**, if you don’t have your list of related keywords yet.

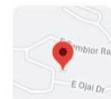
Let’s say you click on “best budget gaming chair.” Scroll down SERPs to check out its related searches.

Google

Best budget gaming chair

x |  

Acer
No reviews · Computer service
Brea, CA · (888) 414-1764



[View all](#)

Related searches :

- best budget gaming chair uk
- best budget gaming chair reddit
- gtracing gaming chair
- secret lab gaming chair
- best budget gaming chair philippines
- secret lab
- best gaming chair
- secretlab omega

Goooooooooooooogle >

1 2 3 4 5 6 7 8 9 10 Next

● Fashion District, Los Angeles, CA - From your Internet address - Use precise location - Learn more

Help Send feedback Privacy Terms

The keywords you'll choose here to use in your content **should have an H3 tag**.

Therefore, the order will look like this:

- Best gaming chairs (h1)
 - Best budget gaming chair (h2)
 - Secret Lab gaming chair (h3)

You get the idea :)

Google favors structure in how you present your content. The information must be organized according to subheadings to help Google understand its hierarchy.

Keyword In The First 100 Words

You want Google to know what your content is about. And you want to inform it FAST.

This way, you increase the content's chances of getting indexed on SERPs for your keyword.

So you want to mention your keyword on the page within the first 100 words of the content - the sooner, the better!

There are many ways you can do this **in the first sentence of the page**. Here are a few examples:

- "So, you want to know more about [keyword]? You've come to the right place!"
- "In this page, we'll learn more about [keyword], etc."
- "A lot has been said about [keyword]. In this post, we'll be talking about things most people don't know about it."

There are just ideas and you can make better ones yourself. You can mention the keyword in the second or third sentence **as long as it's still visible above the fold**.

Keyword In Image Alt Tags

Google can't read images but it can read its alt text. It helps the search engine understand what the image is about. More importantly, Google can even rank it on SERPs if the search query returns an image carousel.

Mentioning keywords in image alt tags is another way to optimize your page for your target keyword. However, you want to provide value to Google when writing alt text for each image. You don't just want to stuff them with the same keyword over and over. At best, you need to *describe what the image is about* and only include the keyword if **applicable** and **makes sense**.

To do this on WordPress, add the image block to upload the image you want to feature.

Test



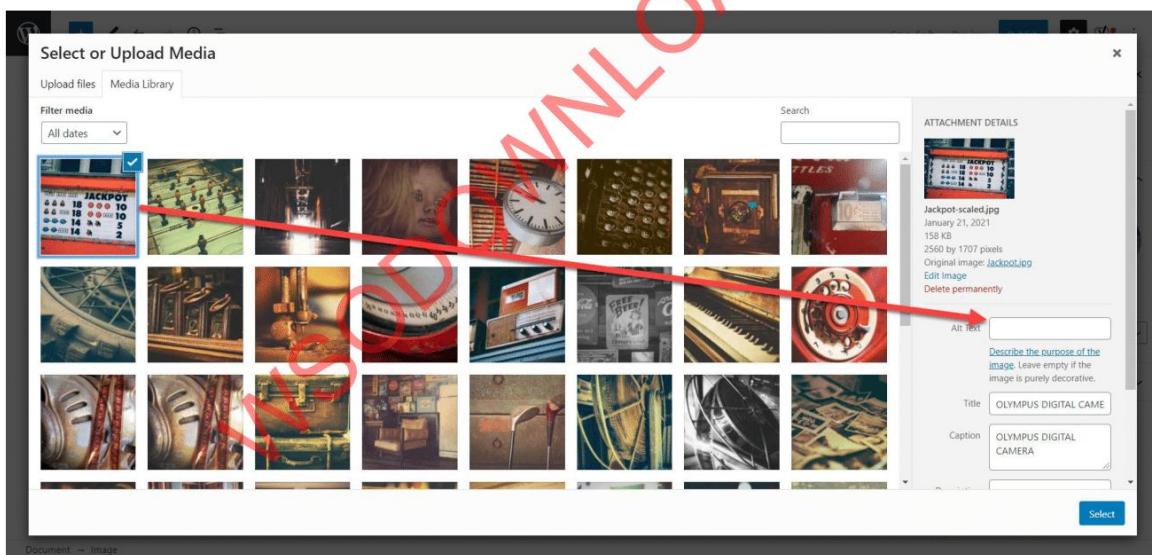
Image

Upload an image file, pick one from your media library, or add one with a URL.

Upload Media Library Insert from URL



Then enter the Alt text of the image on the right side of the screen.



Again, be descriptive with your alt text. Imagine you're writing for people who can't see the image - that's exactly how your alt text should read.

If you've entered your keyword more than enough in all the alt text of your images, use related terms to avoid keyword stuffing.

Internal Links (Silo Mapping)

Internal linking has been getting the spotlight it deserves as of late. Lots of case studies over the past two years from guys like Fred at InLinks, Niche Pursuits (who owns Link Whisper), and others by how **linking relevant pages with each other INCREASED their organic ranking and traffic.**

The beauty of internal linking is that it's EXTREMELY easy to pull off compared to other onpage tactics. You need to properly plan for it to yield maximum gains, of course.

Before we delve into how to launch an internal linking strategy, you need to know the principle behind it and why Google LOVES it.

First, Google understands your website according to **topical authority**.

For example, the more content you have about gaming laptops, the more reason Google would consider your site as an *authority about gaming laptops*.

Sound reasonable enough, right?

However, and here's the kicker:

Google can only connect the dots if your posts about gaming laptops are interlinked with each other.

It could eventually make the connection soon. But if you interlink relevant pages together, **Google can crawl and index your page FASTER and MORE EFFICIENTLY.**

To do this, you need to observe the concept of *content silos*.

Here's an example of content silos in action:



Source: [Buzz Web Media](#)

Under "financial services," which is the site's main topic, there are three subcategories:

1. mortgage booking
2. financial, planning
3. accounting

All three are your *target pages*. These are pages you want to rank on Google for their keyword.

Below each target page are *supporting pages*. The mortgage booking page has three supporting pages:

1. property investment loans
2. home loans
3. mortgage refinance

Each target page with its supporting pages comprise a content silo. All supporting pages are subtopics of the target page's topic.

Also, notice the interlinking among the pages. **All pages in a silo link to each other**. This is because you want to connect them in a way that *Google will be able to understand*.

The way Google thinks is that a page links to another because it offers value to readers. And the value comes from how **TOPICALLY RELEVANT** the linked pages are.

Now, if you link out to irrelevant pages in your silo, it dilutes the authority it once possessed. So it's in your best interest to interlink pages within your site that are related to one another.

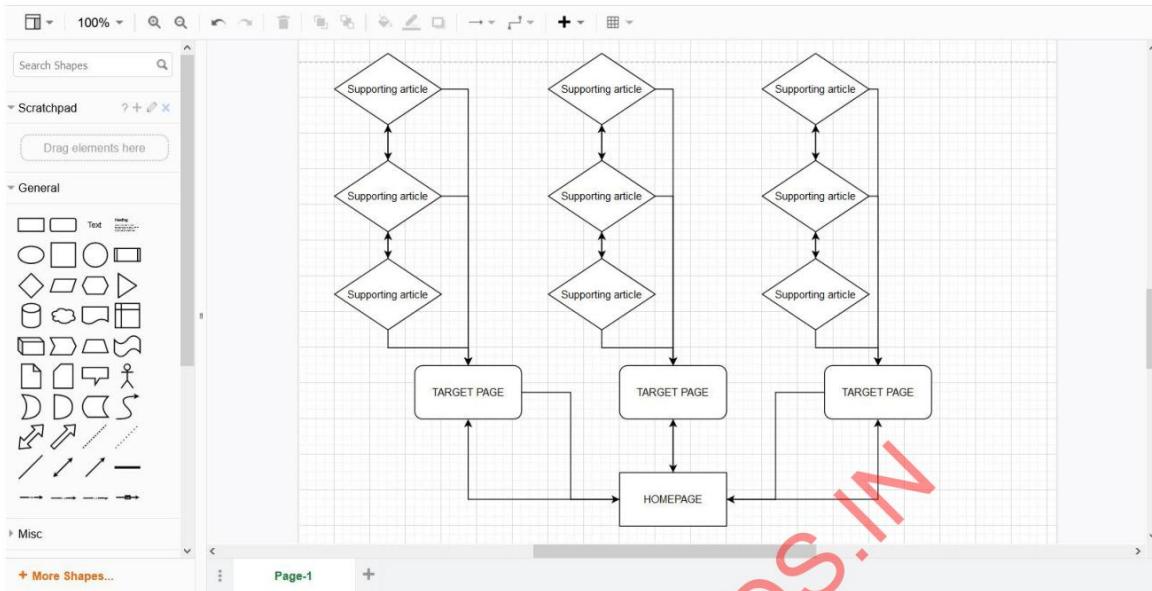
With all that's been said, here's the short of it:

- Identify target pages of your site and link them to your homepage and vice-versa.
- Create supporting pages that link back to a target page.
- From your target page, link out to these supporting pages.
- Create as many supporting pages for your target page.
- Create as many silos for your site!

The best way to do this is manually - you just have to plot out the silos in your site. Start with your target pages and find supporting pages that you can link to it.

If your site is brand-new, identify your main target keywords that you'll use for your target pages and related keywords for each target page that you'll optimize for supporting pages.

Use a flowchart maker like diagrams.net on Google Drive to give you a visual representation of your silos.



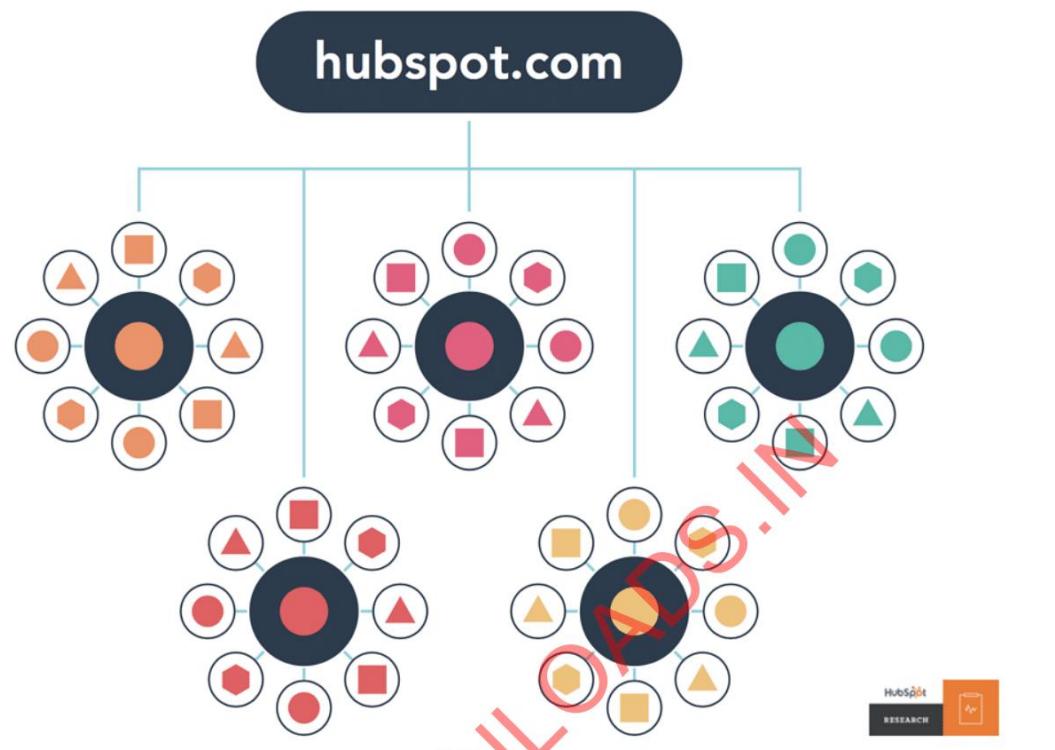
From here, you can add new supporting articles for each silo to help grow your authority for that particular subtopic in your site. There's really no limit as to how many articles you can make for each - it's up to you to find relevant topics to discuss within the silos to boost your target page.

Also, be mindful of the interlinking among pages. In the diagram above, I made supporting articles link to each other like a daisy chain:

- article #1 links to article #2
- article #2 links to articles #1 and #3
- article #3 links to article #1

All supporting articles link back to the target page.

There are other examples of how pages in a content silo link to each other. Here's an example from Hubspot:



Source: [HubSpot](#)

Test which among the internal linking structures work best for you. As long as you plan out your silos properly to ensure that all pages within are related to each other, you should be good.

Outbound Links

I know what you're thinking:

"Why should I link to other sites if I intend to keep them on my page for as long as necessary?"

The gripe about external links is that *your visitors might click on them and leave your site for good*. The concern makes sense, but it shouldn't be a problem if your content is strong enough that people want to read it to the very end.

But the reason outbound links are important for SEO is **they help make sense of your page as it interacts with other sites**.

You have to consider that *websites don't live in a vacuum*. Even if you have the most optimized sites with the best content about a topic, it doesn't mean you'll rank on Google.

You have to make sure that Google knows what your site is about. And a way to do that is to link pages outside of your site.

Let's play this out:

Suppose you're writing an article with "best vacuum cleaner for home" as your keyword. You've optimized your content by following the basics above. In particular, you've interlinked relevant pages together.

If your site is relatively new, THIS WON'T BE ENOUGH to help it rank on Google. You need to help the search engine better understand your site's topic. And the best thing to do next is to **link out to relevant and topical pages from other sites**.

This allows Google to piece together the puzzle in its head:

"If the page has lots of terms related to vacuum cleaners for home and **it links to pages about really good vacuums**, then it means it's talking about "best vacuum cleaner for home!"

Simply put:

Outbound links help Google validate your content's topic. Google then indexes it to the appropriate search term!

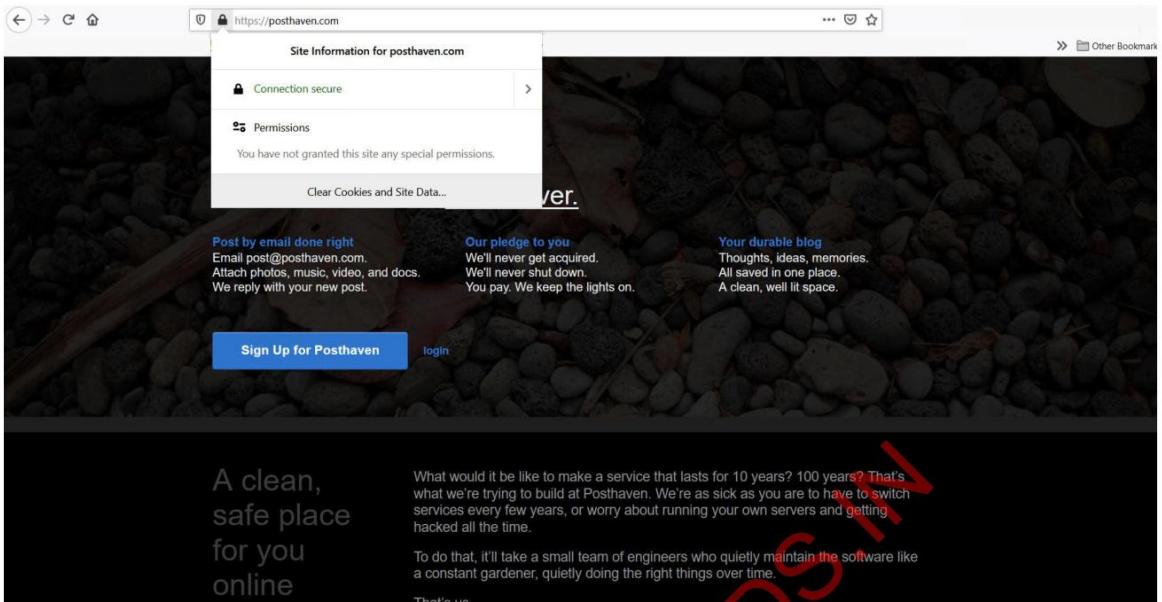
Here are few tips you need to consider when linking away from your site:

- Never link out to direct competitors! If your keyword is "best vacuum cleaner for home," don't link to pages with the same target keyword. And don't link to pages from sites that share a similar topic with you.
- Don't overload your content with outbound links. Even if you have really strong content, you increase the risk of visitors leaving your site due to the volume of links pointing away from your site.
- Only link out to pages that provide additional value to your content and audience. Aside from linking affiliate pages to vacuum cleaners, you can link to a page that talks about the benefits of vacuum cleaners. This supplies additional information about vacuum cleaners that could help them better understand why they need them.

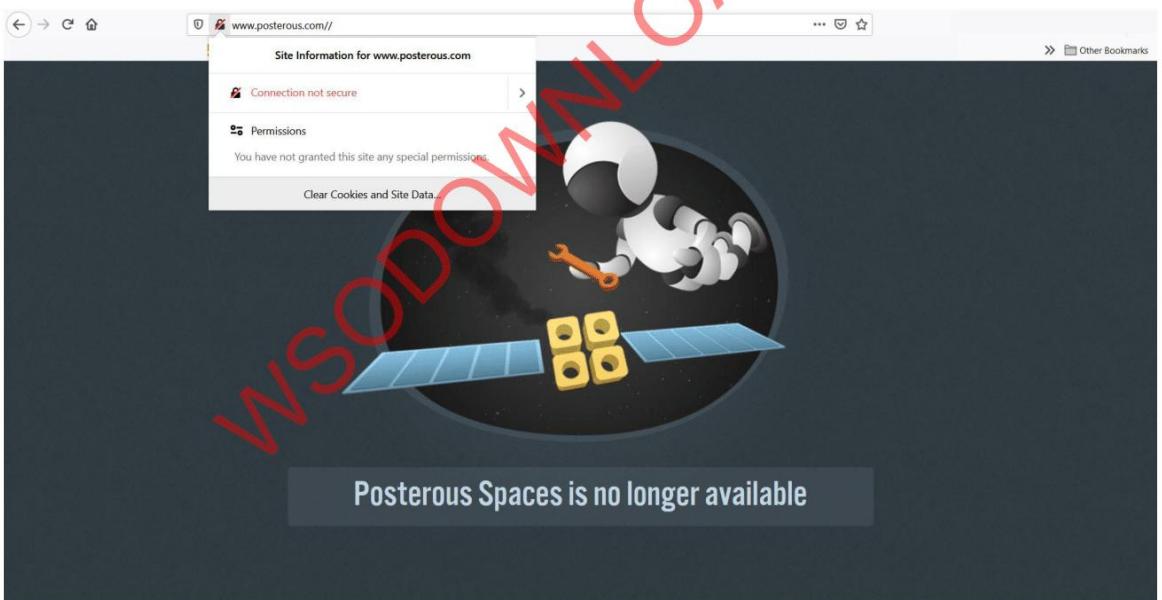
HTTPS

This has nothing to do with using keywords on your page and more about getting people to trust your site. And trust starts with enabling HTTPS on your site.

If you visit an HTTPS-enabled site, you will see a padlock icon on the URL bar just beside the address. Click on it to find out more information about the site.



And a non-HTTPS site has a crossed-out padlock to indicate that the site is not secure.



While HTTPS is a ranking signal (*albeit not a strong one*), setting up a secure site is a minimum requirement for websites nowadays and plays a big factor online for your audience. NOBODY would want to visit a site where their information can get stolen.

Having a secure site allows you to garner the trust of your audience. They don't have to worry about their information being stolen whenever they fill out a form on your site or place an order.

The reason is that **any information they type on a secure site is encrypted before it is sent to the other side**. Even if hackers or online threats intercept the message, they are left with garbled gibberish that they won't have any use for.

To enable HTTPS, you need to get a **TLS certificate** from a proven provider like Let's Encrypt. Most of the time, however, this is already included in your hosting provider - just reach out to their contact support with questions about setting it up properly. The direction will depend on the hosting you're on.

Content Optimization

It's one thing to observe the basic on-page practices above. Obviously, you **SHOULD** observe them if you want your site pages to get even *near the first page of Google*.

However, **optimizing for specific keywords is a different ballgame**. You can't rely on the basic principles of on-page SEO to get your pages to rank *on top* of organic results.

The reason is that **NOT ALL KEYWORDS ARE BUILT THE SAME!** It's much more difficult to optimize for certain keywords compared to others. If you're using a keyword tool, you should know this based on the different variables provided in it, i.e. search volume, keyword difficulty, etc.

So what does this mean?

You need a more deliberate approach to optimize content that Google loves without compromising on what your audience wants to read.

Let's start with arguably the most important aspect of content optimization:

Compare Top-Ranking Content

As mentioned, sites don't live in a vacuum. It should learn how to coexist with other pages in the Google ecosystem. This way, the search engine will be able to better understand what your page is talking about.

Therefore, if you're optimizing for a keyword, **you need to know what the top-ranking pages are doing**.

Think about it for a second:

These pages are ranking on Google because they're doing something that Google THINKS is right.

So it's in your best interest to take their lead and identify what makes these pages great in the eyes of Google.

Note: We're excluding how many quality links these pages have since we're focused on their *on-page* SEO.

Here's how you can do it manually:

- Take all the pages from the first page and view them one by one.
- Identify how many times each mentioned your target keyword within the content (including title and URL).
- Look at other page elements and determine how many do each has there?
 - Headers (H2, H3, H4, etc.)
 - Videos
 - Images
 - Alt texts
 - Word count
 - Partial keyword (phrases that contain your target keyword but not spelt out in the correct order)
- Compute for the average total of each element. You'll use them as guidelines for (re)writing your content!

For example, if your competitors have an average of:

- 1,500 words
- 4 images
- 2 outbound links
- 3 internal links
- 4 H2s
- 3 alt texts

Then you need to write your content with *approximately the same numbers for each element*.

Extracting this information manually is a painstaking process. It's doable, but it's best to use a tool that will extract all this data for you and spend your time on more important tasks.

Surfer SEO will do this for you just by typing your keyword on the SERP Analyzer search bar.

(Be sure to select the correct country before running the search.)

From the results, you'll see something like this:



By default, the graph shows you the average number of words of pages that appear in SERPs in groups of 10. So the first 10 pages have an average of 2591.3 words.

This means that you should write around 2,500 words to make your content similar to the top-ranking pages!

But that's just the word count.

If you look at the left side under Structure, you'll see the different elements of the content from pages that appear on SERPs.



In the screenshot above, “Partial keyword” has a green color in its bars. That means that this element is RELEVANT. Therefore, **you must optimize for this on your content for the keyword.**

And I ticked on the box to show its graph. It shows here that the page 1-10 pages mention partial keywords an average of 142.9 times in the content.

To find out what those partial keywords are, go to the Keywords tab to see terms and phrases that partially mention your keyword.

The screenshot shows the SURFER SEO software's "Keywords" tab. The top navigation bar includes "Search results", "Keywords" (which is the active tab, indicated by a red box), "Questions", "Popular words", "Popular phrases", "Common words", "Common phrases", and "Prominent words and phrases". Below the navigation, there is a section titled "Common Ranked Keywords" with a question mark icon. To the right of this section are buttons for "Select competitors" and "Export loaded data". A table lists 15 keywords along with their search volume and relevance percentages. The columns are: "keyword", "top 10 similar keywords", "overlapping pages?", "search volume?", and "relevance?". The keywords listed are: best lift off vacuum, best all in one vacuum cleaner, best vacuum for everyday use, a rated vacuum cleaners, the best vacuum cleaner on the market, what is the best vacuum cleaner on the market, which is the best vacuum cleaner to buy, top 5 vacuum cleaner, best brands in vacuum cleaner, what is the best vacuum cleaner on the market today, and vacuum cleaner for home use. The search volume and relevance percentages for these keywords range from 7 to 2,900 and 92% to 100% respectively.

Going back to the Structure section, you will see elements with bars in orange and red. Orange means SOMEWHAT RELEVANT while red means NOT RELEVANT. You don't have to optimize your content for these factors.

From here, determine the elements you need to prioritize for optimization, i.e., **the ones in green**.

This makes the process of optimizing your content much easier! No longer do you have to guess how to write optimized content specific for a keyword. Using a tool like Surfer **pinpoints the exact factors you need to consider in your content** and make it similar to the top-ranking pages!

Refine Content Based On The Keyword Intent

To recap what keyword intent is about, below are the three types of intent:

- **Navigational**, i.e. Nike basketball shoes, etc.
- **Informational**, i.e. benefits of wearing the right basketball shoes
- **Commercial**, i.e. best basketball shoes for kids
- **Transactional**, i.e. basketball shoes for sale

This gives you a general idea of what people want to see when searching for a particular keyword.

Knowing what the intent is helps you **go straight to the point in your writing**. If you don't provide the right information that aligns with the keyword intent, *visitors will leave faster than they entered your site!*

Here's an example: the search phrase "unique places to visit in Vietnam" has an informational intent. If you're going to write your content, what particular question you must answer in your article?

- Learn the history of Vietnam?
- How to book a flight to Vietnam?
- Best places to stay in Vietnam?
- Where are these unique places in Vietnam?

If your answers are *any one of the first three questions*, then expect visitors to leave your site!

For this keyword, simply list down what these places are and where they are in Vietnam. That's it! You can describe the place and explain why they're unique.

But the point is clear: you need to stay in line with the keyword intent to produce an article that people will want to read all the way through!

LSI Keywords

There are different terms used to describe what LSI or *latent semantic indexing* keywords are. Some refer to these as TF-IDF or *term frequency-inverse document frequency* keywords.

Regardless of the term you're using, these are *words and phrases* the top-ranking pages for your keyword are using.

Again, you want to be like the pages ranking on the first page of Google because they're doing something that Google likes (else, they shouldn't be ranking at all). We covered the other factors above - this time, we want to know the **co-occurring words all these pages are using**.

These words and phrases help give context to the page and helps Google figure out its topic. For example, if the keyword is "kitchen tools and equipment," expect to read the words and terms below:

- Kitchen items
- Cooking
- Measuring cup
- Cooking utensils
- Kitchen gadgets

Obviously, expect to find more terms once you delve deep into your research. But it's clear from these words and phrases that they're related to the keyword above.

This is precisely why LSI keywords are useful when building content:

By mentioning these terms in your content, you increase its semantic relevance to your keyword!

From here, Google will be able to read these and piece together what the overarching topic of the content is about, which is "kitchen tools and equipment."

Now, if you plan to manually unearth LSI keywords, *forget about it!* Trust me, you don't want to spend hours and days cross-referencing pages to see which words and phrases they're using the most.

That leaves us with tools to use. There's no free and reliable tool you can use that will help you find LSI keywords to use. And among paid tools, Surfer SEO can help you find what these terms are for your keyword.

From the SERP Analysis results, click on the Prominent words and phrases tab to show you these terms.

		page frequency	density	number of words
vacuum	9 / 10	2.01 0.67 - 3.42	66.05 6 - 334	
best	9 / 10	0.87 0.28 - 3.16	24.38 2 - 108	
vacuums	9 / 10	0.84 0.31 - 1.86	24 4 - 69	
home	9 / 10	0.53 0.24 - 1.22	12.41 6 - 34	
get	9 / 10	0.43 0.27 - 1.16	9.33 2 - 17	
find	9 / 10	0.42 0.42 - 0.42	68 68 - 68	
make	9 / 10	0.4 0.27 - 0.53	5.5 5 - 6	
easy	9 / 10	0.4 0.23 - 0.78	10.5 2 - 22	
way	9 / 10	0.21 0.21 - 0.21	6 6 - 6	
new	8 / 10	0.8 0.44 - 1.16	3 2 - 4	
cleaner	8 / 10	0.67 0.24 - 1.23	26.52 5 - 113	
cleaning	8 / 10	0.67 0.24 - 1.5	21.36 4 - 125	

From here, you can see the following:

- How many times the word/phrases appeared on the top 10 pages for your keyword (page frequency)
- How many times it was mentioned (density and number of words)

You can determine which among the terms you should use on your content based on its FREQUENCY and DENSITY - **the more times the word/phrase appears, the more reason you should mention it in your page as well.**

Using this feature will help you figure out the terms you need to include in your *brand new* article.

"But what if I have an existing page optimized for the keyword? Surely, I've mentioned a few of these terms and I don't want to over-mention them. Is there a MUCH EASIER way to find LSI keywords?"

Great questions!

If you have a published page for the keyword and it's not ranking for your target keyword (or at least not in the top 50), you can enter it on the search bar on the Search results tab of Surfer.

Compare your website to competitors

https://www.example.com COMPARE

61 https://cleaning.lovetoknow.com/Who_Makes_the_Best_Vacuum_Cleaner
Last updated: Today at 8:38 PM

9 Best Vacuums for 2021 - top Vacuum Cleaner Reviews
https://www.goodhousekeeping.com/appliances/vacuum-cleaner-reviews/g1833/best-vacuums-1...
1 But choosing the best vacuum cleaner for you and your home means thinking about more than just that. Consider what surfaces you'll be ...

Best Vacuums of 2020 - Consumer Reports
https://www.consumerreports.org/vacuum-cleaners/best-vacuums-of-the-year/
2 These upright, canister, stick, robotic, and handheld vacuums excel ... a beefy canister, it can be difficult to choose the best one for your home.

The Best Vacuum Cleaners for 2021 | Reviews by Wirecutter
https://www.nytimes.com/wirecutter/reviews/best-vacuum-cleaner/
3 If you want an affordable, versatile vacuum cleaner—nothing fancy, but ... upright vacuum cleaner will work well for most people in most homes.

The 10 Best Vacuum Cleaners of 2021 - The Spruce

Audit

Audit

Audit

Audit

Help

The tool will analyze the URL and provide you with the same metrics as with the top pages, i.e. Content Score, Domain Score, etc.

Next, click Audit to get the good stuff.

True Density

Review the list of important terms and apply presented suggestions if it makes sense.
438 out of 524 important terms require your attention!

All (524) / Phrases (54) / Words (468) / Numbers (4)

term	examples	you.7	suggested.2	relevance	action
vacuum cleaner	78 >	7	6-13	100%	<input checked="" type="checkbox"/> All good!
vacuum cleaners	38 >	1	3-4	100%	Add 2-3
best vacuum	51 >	7	2-5	100%	Remove 2-5
best vacuum cleaners	18 >	0	1-2	100%	Add 1-2
pet hair	69 >	0	3-5	100%	Add 3-5
best vacuum cleaner	18 >	6	1-3	100%	Remove 3-5
upright vacuum	73 >	0	2-3	100%	Add 2-3
upright vacuum cleaner	23 >	0	1-2	100%	Add 1-2
bare floors	34 >	0	3-8	100%	Add 3-8

Hide details

Export

Help

Scroll down until you see the True Density section. This lists down words and phrases that appeared on the top pages for the keyword.

But what's great here is it tells you:

- How many times you mentioned the keyword in your page

- The suggested number of times you should mention it
- How relevant the term is to the keyword
- **How many times you must ADD or REMOVE the term in your copy!**

This is a MASSIVE TIME-SAVER for people who want to get this information without having to work through each page one by one!

Use the data to help you revise your content and make it more semantically relevant to your target keyword. Then once you've revised your page, re-run the audit to see if you knocked down all the relevant words in your content.

Structured Content, Data & Schema

Structured content refers to the set of tags that you need to enter on a page's HTML to help Google and users understand what the page is about.

For example, below are the top results for the search query "marriott hotels in rome reviews"

www.tripadvisor.com.ph › ... › Rome › Rome Hotels

ROME MARRIOTT PARK HOTEL - UPDATED 2020 Reviews ...

Book Rome Marriott Park Hotel, Rome on Tripadvisor: See 2555 traveler reviews, 1436 candid photos, and great deals for Rome Marriott Park Hotel, ranked ...

★★★★★ Rating: 3.5 · 2,555 reviews · Price range: (Based on Average Rates for a Standard Room)

www.tripadvisor.com.ph › ... › Rome › Rome Hotels

ROME MARRIOTT GRAND HOTEL FLORA ... - Tripadvisor

Book Rome Marriott Grand Hotel Flora, Rome on Tripadvisor: See 1907 traveler reviews, 1345 candid photos, and great deals for Rome Marriott Grand Hotel ...

★★★★★ Rating: 4 · 1,907 reviews · Price range: (Based on Average Rates for a Standard Room)

www.booking.com › ... › Marriott Hotels in Lazio ▾

The 10 best Marriott hotels in Rome, Italy | Booking.com

Marriott Hotels That Guests Love in Rome.

www.agoda.com › Italy Hotels › Rome Hotels ▾

Rome Marriott Park Hotel in Italy - Room Deals, Photos ...

Reviews of Rome Marriott Park Hotel from real guests. Cleanliness8.1. Facilities8.1. Location6.5. Room comfort and quality8.0. Service7.8. Value for money7.6.

Location rating: 6.5

★★★★★ Rating: 7.6/10 · 24 reviews · Price range: room rates from \$155 per night (USD) - We Price Match!

Normally, we'll only see the URL, meta title, and description of the page. But here, we get to see the star rating, number of reviews, and price range of the hotel in question.

This is structured content in action. *The schema markup provides additional information about the page that Google can display on SERPs.*

The beauty of structured content is **they help the pages stand out on SERPs** by featuring these additional elements. And because you have more room to input data about your page, you can INCREASE ITS CTR on SERPs regardless where your position is!

There are different types of Schema markups you can use for a page:

- Article
- Breadcrumb
- Event
- FAQ Page
- How-to
- Local Business
- Organization
- Person
- Product (for offers, aggregate ratings, and reviews)
- Recipe
- Video
- Website (for Sitelinks)

From the example above, the pages are using the Review schema markup to break down the page into information seen above.

The schema you need to use for your content depends on your target keyword and the pages ranking for it on SERPs.

If your keyword is “recipe for macaroni salad with shrimp,” expect the pages ranking for it to use the Review schema.

The screenshot shows a Google search results page for the query "recipe for macaroni salad with shrimp". The results are as follows:

- Classic Shrimp Macaroni Salad Recipe – foodiecrush.com**
www.foodiecrush.com › classic-shrimp-macaroni-salad-... ▾
Ingredients · 3 cups uncooked medium shell pasta (or other small pastas such as ditalini or elbow macaroni) 1 pound bay salad shrimp. 2 ribs celery , chopped. 3 green onions , chopped. 8-10 sweet pickles , chopped. 3 hard boiled eggs , chopped. 1 cup mayonnaise. 6-8 tablespoons pickle juice , or more to your taste.
★★★★★ Rating: 3.4 · 67 votes · 1 hr 15 mins · 295 cal
- Shrimp Macaroni Salad Recipe: How to Make It | Taste of Home**
www.tasteofhome.com › Gear › Appliances ▾
Ingredients · 1 package (16 ounces) elbow macaroni · 1 to 1-1/2 pounds cooked small shrimp · 1 package (16 ounces) frozen peas, thawed · 7 to 8 celery ribs, finely ...
★★★★★ Rating: 4.8 · 31 votes · 30 mins · 389 cal
- Mom's Shrimp Macaroni Salad Recipe | Allrecipes**
www.allrecipes.com › ... › Shrimp Salad Recipes
Ingredients · 1 cup uncooked elbow macaroni · 1 tablespoon finely diced onion · 1 tablespoon chopped green bell pepper · ½ cup diced celery · ¾ cup mayonnaise
★★★★★ Rating: 4.4 · 67 votes · 3 hrs 30 mins · 221 cal
- Homemade Macaroni Salad with Shrimp (Dairy Free) - Simply ...**
www.simplywhisked.com › Season › Summer ▾
10 Dec 2020 — Ingredients · 1 pound elbow macaroni, cooked and cooled · 2 1/2 cups mayonnaise · 2 tablespoons dill pickle juice (or more to taste) · 1 4-ounce ...
★★★★★ Rating: 5 · 1 review · 25 mins · 270 cal

A large red diagonal watermark "WSODONLOADS.IN" is overlaid across the entire screenshot.

You can set the default schema markup of your pages using plugins like Yoast SEO.

The screenshot shows the Yoast SEO settings page in the WordPress admin area. The page title is "Hello world!". The sidebar on the right contains the following settings:

- Schema**: Yoast SEO automatically describes your pages using schema.org. This helps search engines understand your website and your content. You can change some of your settings for this page below.
- What type of page or content is this?**: A dropdown menu is set to "Page type".
- Page type**: A dropdown menu is set to "Default for Posts (Web Page)".
- Article type**: A dropdown menu is set to "Default for Posts (Article)".

A red arrow points from the text "You can set the default schema markup of your pages using plugins like Yoast SEO." to the "Page type" dropdown.

However, you have little to no control over the entities that will appear on the page's structured content with the free Yoast SEO plugin. You'll have to purchase the paid version to be able to gain full control of editing the Schema markup for each page.

But you can also use the [Schema Markup Generator by Merkle](#). Here's how to do it:

- Choose the Schema type you want to use for your page.
- Fill out the details of the markup.
- Once finished, copy the code on the page's HTML code (ideally inside the <head> tag).

The screenshot shows the Merkle Schema Generator interface. On the left, a sidebar lists various SEO services: Rendering, Mobile SEO, International SEO, Local SEO, SERP & Ranking, and Schema Generator. The Schema Generator is selected. The main area has a title "Job Posting" and a sub-section "Job Posting". It includes fields for "Job's title", "Identifier", "Job's description (in HTML)", "Company", "Company URL", and "Industry". To the right, there is a large block of JSON-LD code. At the top right, there are three icons: a blue square with a white 'G' (Google icon), a red square with a white 'D' (Structured Data Testing Tool icon), and a blue square with a white 'R' (Rich Results Test icon). A red diagonal watermark reading "WSOD DOWNLOADS.IN" is overlaid across the entire screenshot.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "JobPosting",
  "title": "",
  "description": "",
  "hiringOrganization": {
    "@type": "Organization",
    "name": ""
  },
  "datePosted": "",
  "validThrough": "",
  "jobLocation": {
    "@type": "Place",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "",
      "addressLocality": "",
      "countryName": ""
    }
  }
}</script>
```

If you don't mind manually doing this for all your pages, then using this method is applicable regardless of what website platform you're using.

Page Speed

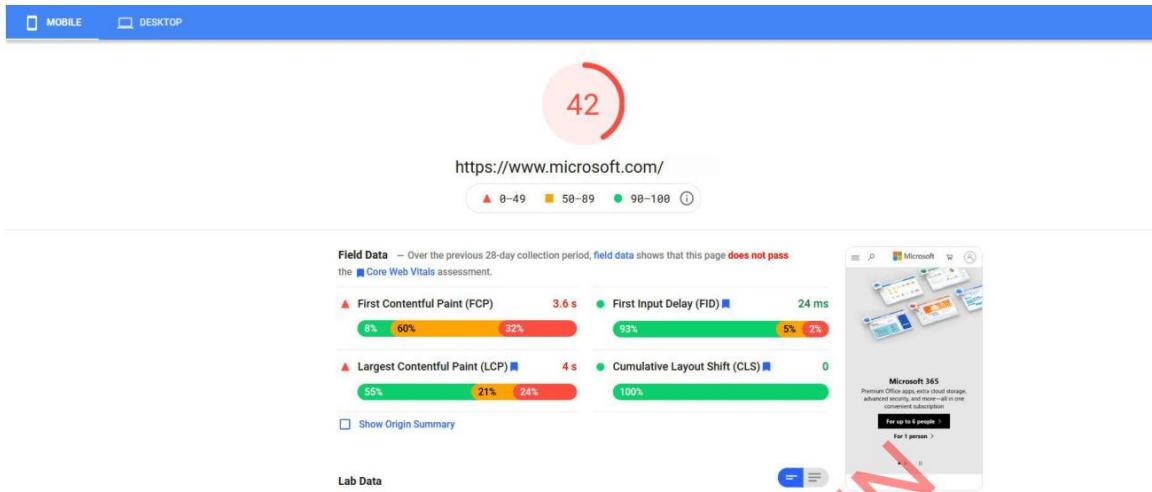
Google already said in 2018 that load time was a ranking factor, and in our testing they were right for once.

As of writing this, Core Web Vitals has been announced to be a part of Google's ranking factors in May 2021.

This makes your site's speed and performance either an *advantage* or a *liability*.

How fast your site loads completely plays a VITAL role in how high (or low) your site can rank on organic search.

Regarding site speed, you can make the argument that big sites (Microsoft, Amazon, eBay, etc.) aren't built for speed as seen on Google Pagespeed Insights. And yet they're ranking high for their keywords!



Well, unless your site is a well-established brand in the market and has deep pockets, you can be as slow or fast as you want!

But since you're probably working on a humble website, **every advantage you can get hold of matters!** And that means getting your site to load as fast as it can.

Below are ways you can get your site's speed up to snuff:

Find a Reliable Hosting Provider

Your chosen web host is a big part of how fast your site's going to load. It acts as the **foundation of your website**. If it's built on shoddy foundations, i.e. your web host uses poor servers, then your site will load slowly, *if at all!*

There are lots of WordPress hosting providers out there to choose from. But Matthew Woodward's review of the most popular web hosting platforms should help you weed out the rest and focus on the best.

Which Is The Best WordPress Host?



I put 12 hosts through 5 vigorous tests to find out the truth about WordPress hosting.

GT Metrix Loading Speed

WPX Hosting	0.80 seconds
PANTHEON	0.81 seconds
Kinsta	1.60 seconds
GoDaddy	1.67 seconds
CLOUDWAYS	1.85 seconds
bluehost	2.04 seconds
Liquid Web	2.07 seconds
A2 HOSTING	2.18 seconds
GreenGeeks	2.20 seconds
DreamHost	2.24 seconds
WPengine	2.27 seconds
WPengine C2	2.34 seconds
SiteGround	2.44 seconds

Pingdom Loading Speed

WPX Hosting	357 ms
PANTHEON	359 ms
Kinsta	835 ms
GoDaddy	852 ms
WPengine C2	1402 ms
CLOUDWAYS	1582 ms
WPengine	1820 ms
A2 HOSTING	1830 ms
DreamHost	1934 ms
Liquid Web	1948 ms
bluehost	2371 ms
GreenGeeks	2385 ms
SiteGround	2481 ms

Load Impact 500 Users

PANTHEON	4 ms
WPengine	17 ms
WPengine C2	23 ms
Kinsta	24 ms
WPX Hosting	26 ms
SiteGround	69 ms
Liquid Web	99 ms
DreamHost	236 ms
A2 HOSTING	302 ms
GreenGeeks	Incomplete*
CLOUDWAYS	Incomplete*
bluehost	Incomplete*
GoDaddy	Incomplete*

WordPress Performance Test

Kinsta	0.538
WPX Hosting	0.696
GreenGeeks	0.81
SiteGround	0.965
Liquid Web	1.018
DreamHost	1.041
bluehost	1.306
WPengine C2	1.309
A2 HOSTING	1.642
CLOUDWAYS	1.74
WPengine	2.678
GoDaddy	3.545
PANTHEON	3.823

Support Full Request Resolved

WPX Hosting	Yes (Free)
WPengine	No
Kinsta	Yes (Paid)
Liquid Web	No
CLOUDWAYS	No
DreamHost	Yes (Paid)
SiteGround	No
bluehost	Yes (Paid)
A2 HOSTING	No
GreenGeeks	No
GoDaddy	No
PANTHEON	No

Monthly Price

SiteGround	\$11.95
GoDaddy	\$14.99
CLOUDWAYS	\$22
GreenGeeks	\$24.95
WPX Hosting	\$24.99
bluehost	\$27.95
Liquid Web	\$29
DreamHost	\$29.95
Kinsta	\$30
A2 HOSTING	\$32.59
WPengine	\$35
PANTHEON	\$50
WPengine C2	\$600

Learn more @ MatthewWoodward.co.uk

Source: [Matthew Woodward](http://MatthewWoodward.co.uk)

What I like about Matt's post compared to other case studies for the same hosting providers above is that **he breaks down each by conducting five tests** as seen in the image above (in addition to the monthly price). You can get more thorough than that!

From the tests he ran, **WPX Hosting** emerged as the fastest and best overall. It is followed by Kinsta and Pantheon to round out the top 3 hosting providers.

Below are some of the more interesting conclusions from his case study:

- The most expensive hosting provider isn't always the best (VERY IMPORTANT).
- Be mindful of the features each hosting provider offers. For instance, some provide free migration from a different host to theirs. For others, you'll have to fork over money for them to get it done for you, i.e. GoDaddy requires \$99.99 per site, Siteground \$30 per site, et. al.
- **Customer support is just as important as speed!** How its team responds to queries about your hosting situation will determine how much you can get out of your web host.

Read the post and look up at the results if you're seriously considering making your site load faster.

Set Up A CDN

If your site is generating **lots of visitors**, you might be putting a strain on your hosting provider's servers. Because it's working double-time delivering content to visitors, this could lead to SLOWER LOADING TIMES than usual. And it could happen even with the fastest hosting platform out there!

In this case, it's best to set up a CDN or content delivery network for your site.

What it does is *takes the load off your web host* by loading your site from the nearest datacenter where the visitor is.

Here's how it goes:

- A visitor from Asia goes to a site hosted in the US.
- Normally, the visitor will load the site by getting the files from the US servers.
- With CDN, the visitor will get the site files from the datacenter near Asia.
- This also applies to visitors from different regions and countries, i.e. site visitors from Europe will load the site from a datacenter near Europe.

Also, the site loads faster **due to the proximity of the datacenter** to the visitor. The shorter the distance between datacenter and visitor, the faster it'll take for the visitor to receive the site files.

Other features that a CDN boasts are WAF (web application firewall) for better security and DDoS (distributed denial-of-service) protection.

Among CDNs to use, CloudFlare is arguably the BEST. It does all the things above for FREE. It has a paid version that unlocks premium features. But if you simply want to make your site MORE EFFICIENT to load for your visitors, the free version should be more than enough.

After signing up for an account and adding your site, the next important step to take is **replacing your site's nameservers**.

Cloudflare will provide you the nameservers to replace the ones on your current settings.

Cloudflare nameservers	
To use Cloudflare, ensure your authoritative DNS servers, or nameservers have been changed. These are your assigned Cloudflare nameservers.	
Type	Value
NS	nick.ns.cloudflare.com
NS	zara.ns.cloudflare.com

You can change these from your domain registrar. After changing, wait for a while before the changes take effect.

Note: Before you use Cloudflare on your website, reach out to your hosting provider first on how to proceed with this. Some platforms allow a different and arguably easier way of setting up Cloudflare on your site. For example, Siteground lets you set up the CDN from your hosting dashboard.

Cache Your Pages

Normally, visitors ~~will~~ have to reach out to the site's server to load the page's content on their browsers.

This takes place every time visitors load a page on your site. That means visitors have to load the SAME logo, CSS, JavaScript, et. al when they jump from one page to another on your site.

The constant back-and-forth between the browser and the site's server leads to **unnecessary time spent on loading redundant assets!**

Therefore, to make loading your site much more efficient, you must use a caching tool.

Here's how it works:

- A visitor goes to your site. The server loads the site on the visitor's browser.
- The visitor goes to another page on the same site.

- If website caching is turned ON, the browser will save the STATIC files (logo, CSS, etc.) of the site in your local drive.
- Therefore, the browser won't have to reach out to the server to load these files. It will simply load them from your local drive!

The result? A FASTER website!

WordPress has lots of caching plugins you can download (both free and paid):

- WP Rocket
- W3 Total Cache
- WP Super Cache
- WP Fastest Cache
- Autoptimize

You can't go wrong with any of these plugins. However, **WP Rocket** is considered the best and comes the most highly recommended.

It's a premium plugin (\$49 for a single site) that's worth the investment because it does more than just cache your site. Below are just some of its key features:

- Minify and combine CSS and JS files
- Defer JS loading
- Lazy-load files that don't appear on the screen until scrolled down to
- Optimizes database

You'll have to set up WP Rocket accordingly. Again, it's best to *coordinate with your hosting provider* as to the most optimum settings for the plugin and get the best results. Maybe there are existing things that WP Rocket can do that your hosting already does. You don't want features to overlap as they may cause issues moving forward.

Note: Some hosting platforms have their own caching plugin you can use instead of WP Rocket. Siteground has the SG SuperCacher plugin that is identical to WP Rocket and is free (for those hosting their sites on SG). It's probably best to use those instead of buying WP Rocket.

Compress Image File Sizes

Image-heavy websites, i.e. e-commerce sites, have their work cut out for them. Since high-quality images have a large file size, these sites take much longer to load compared to others.

To counter this, you must use an *image optimization plugin*.

Here's how it works:

- Upload (an) image/s to your site.
- The plugin will automatically compress the image, i.e. decrease its file size without compromising on quality.
- It adjusts the image size to the dimensions you indicated in the settings, allowing you to decrease its file size even further.
- It can also convert the image file type to your choice (.jpg, .png, WEBP, etc.).
- **The plugin can also compress all previously uploaded files in your image folder to ensure they're optimized for loading (SUPER COOL!).**

If you're using WP Rocket, it works best with the Imagify plugin for compressing images. It has a free tier (20MB per month, approx. 200 images) that you can use for starters. But if you're working with lots of images, jump straight to their paid plans starting at \$9.99/month (500MB per month, approx. 5,000 images).

Another tool that you can use is ShortPixel. It's identical to Imagify in terms of features, but it's cheaper if you wish to pay for it. Prices start at \$3.99/month for approx. 5,000 images.

Use Lightweight and Responsive Theme

WordPress has *hundreds* and *thousands* of themes to choose from. That's why it's so EASY to make the mistake of getting the **WRONG** one for your site.

Most people fall to the mistake of getting a theme that's chock-full of features. However, because they're so overloaded with stuff that you probably won't need (I'm talking to you, ThemeForest), **you'll just end up making your site load slower and pissing off your visitors!**

However, there are a handful of WordPress themes that rise to the top:

- GeneratePress
- Astra
- Neve
- Hello Elementor

These are *bare-boned* WordPress themes. They don't possess features that you'd expect from other premium themes.

However, this is precisely what makes these lightweight themes great. Since they don't have built-in features, **they will load your site much faster and more efficiently.**

And while some people would want something more, you can always install a compatible plugin that gives you access to your desired feature.

Another factor you shold consider with your choice of theme is *responsiveness*.

Since Mobilegeddon from years ago, a MOBILE-FRIENDLY website is a no-brainer. This becomes an even bigger priority since more and more of your visitors will be coming from mobile devices.

And the last thing they want to see is a site that's strictly designed for desktop and is impossible to navigate on smaller screens!

Thankfully, you shouldn't have this issue anymore since most of the themes, especially the ones mentioned above, are responsive and easily adapts to the visitor's device.

Among the four, people would probably gravitate towards the Hello theme because it's the official theme of the Elementor plugin, arguably the most popular page builder plugin on WordPress. But you can't really go wrong with any of the four.

Prevent JS That You're Not Using on Your Page from Loading

If you run your site on Google PageSpeed Insights, GTMetrix, or Pingdom, you'll see the Removed Unused JavaScript section on the results page:

The screenshot shows the Google PageSpeed Insights interface. At the top, there are two tabs: 'MOBILE' and 'DESKTOP'. Below the tabs, there are several performance opportunities listed under the heading 'Opportunities'. One opportunity is highlighted with a red box: 'Remove unused JavaScript'. This section provides instructions to remove unused JavaScript to reduce network activity. It lists three URLs with their transfer sizes and potential savings:

URL	Transfer Size	Potential Savings
...homepage/homepage-harness.30.e923540...v1.js.gz (cdn.thumbrackstatic.com)	190.8 KIB	103.3 KIB
/gtm/js?id=GTM-PGNZWW&cid=145...161... (www.google-analytics.com)	36.0 KIB	24.2 KIB
...3.1.1/jquery.min.js (ajax.googleapis.com)	30.2 Kib	22.7 Kib

Below this, there are two more opportunities: 'Eliminate render-blocking resources' and 'Remove unused CSS', each with its own estimated savings.

These are UNNECESSARY files that load on the page. This is problematic especially if the JS files take up a lot of space. That means they'll cause your site to LOAD SLOWER.

These files are from plugins currently installed on your site. Some of them load on pages even if they don't have to.

And the biggest problem? **It's difficult to remove them from loading on your site** unless you know your way around coding and web development.

The next best thing to do is find an identical plugin that does the same job. But there are times that there's no alternative to the plugin you're using.

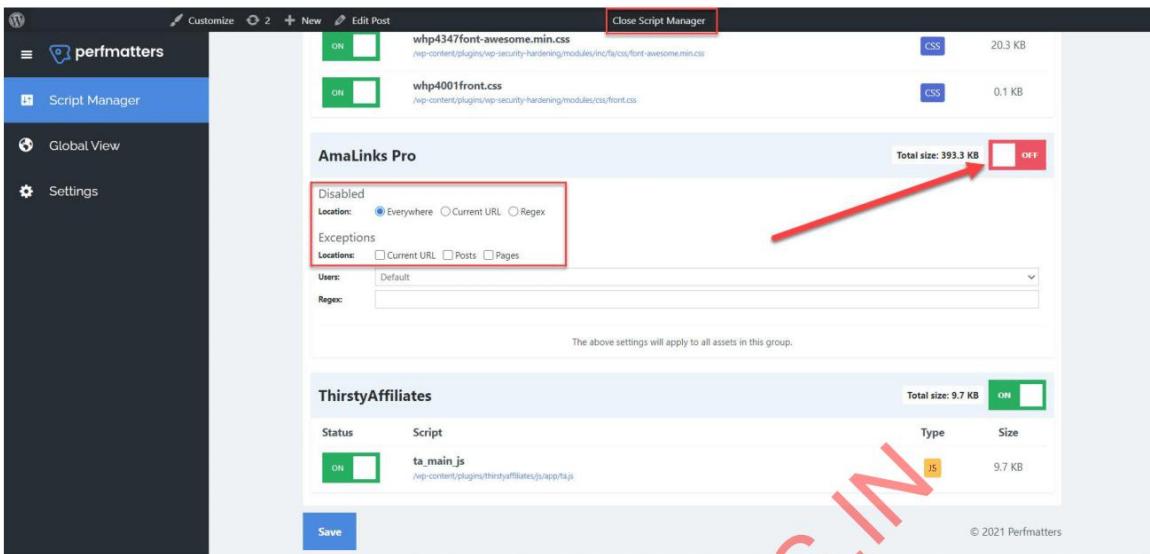
Worst case scenario is you have to hire someone who will do the job for you...

...or you can download a plugin like **Perfmatters** to manually remove each of the unnecessary files from loading on the page.

At this point, we're optimizing your site on a *page-level*. You probably wouldn't want to do this on all pages on your site except for the ones you want to rank for.

Here are things you must from here:

- Identified pages you want to rank on Google.
- Run each one of them on Google PageSpeed Insights and look at the unused files that you must remove
- Purchase a copy of Perfmatters and install it on your WordPress site. (There's a free alternative of Perfmatters called Asset Cleanup. It works the same way as the other plugin, but I'll be showing you Perfmatters here since I'm more familiar with it.)
- Go to the page while logged in to your site and click on Script Manager on the top part of the page.
- From here, you will see files you can prevent from running on the page. Refer to the results from Google PageSpeed Insights to determine which files these are.
- You have the option to disable the page on this page only or site-wide. If the latter, you can also enter exceptions where the file will run on your site.



Since getting a better score on your site's Core Web Vitals will be a ranking factor soon, the gains this simple task could do for your page and site are MASSIVE.

Crawlability

As powerful and all-knowing as Google is, it also has its limits.

Shocking, I know!

For example, it can only crawl a limited amount of pages for each site in a day.

This is referred to in the industry as **crawl budget**.

As a site owner, you want Google to crawl your site for its most important pages and as fast as possible. This way, they get indexed on SERPs for your target keywords.

However, **you can run out of crawl budget quickly because it's WASTED on unimportant pages of your site!**

This reason is probably why your site is taking too long to appear and rank on Google. And you need to do something about it!

Even if you don't feel like your crawl budget is wasted since your site is brand-new, you must follow the steps above as early as NOW. You don't want to wait for your site to blow up only to find out that you failed to optimize your crawl budget from the start.

Let's begin then!

Set Up Your XML Sitemap Properly

The easier way for search spiders to crawl your site is through your XML sitemap.

This file contains all the pages on your site that you want search engines to see. *If it's in the sitemap, it's going to get indexed any time soon.*

It's possible to rank on Google without a sitemap. *But it'll take longer* because Google will have to rely on the links from your site to find these pages. If the page in your site doesn't have at least an internal link pointing to it, **it's most likely not going to get indexed.**

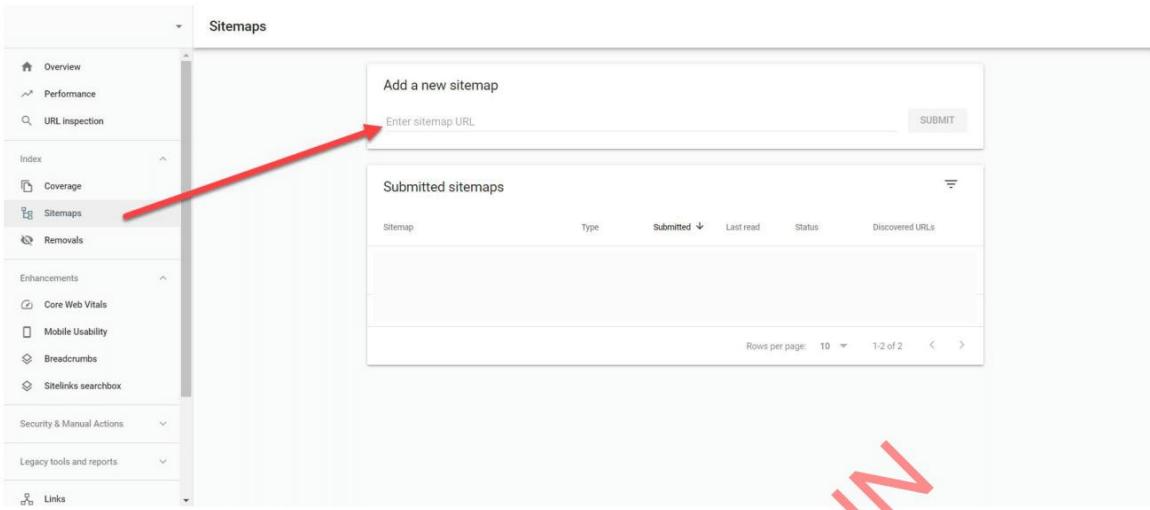
That's why you need to set up a sitemap ASAP, which is easy to do if you're using a plugin like Yoast SEO.



By turning it ON, it will create a file in your site where search spiders can access its sitemap.

However, there's still one step left to do after creating your sitemap:

Go to Google Search Console and submit the URL of your sitemap there.



Once submitted, it'll take time for Google to effectively crawl your site. But once it does, you've already gotten the ball rolling!

Ensure Low Click Depth

Click depth refers to the number of clicks it takes for a visitor to access a page in your site from your homepage.

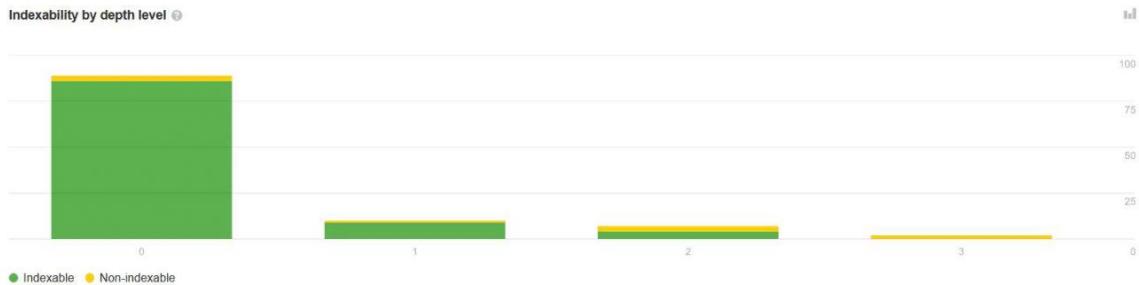
Here's how it works:

- The homepage has a click depth of 0.
- Page A with a link from the homepage has a click depth of 1.
- Page B with a link from Page A but no link from the homepage has a click depth of 2.
- Page C with a link from Page B but no links from the homepage and Page A has a click depth of 2.
- **HOWEVER**, Page D with a link from Page C AND Page B but no links from the homepage, and Page A has a click depth of 2.

As you can see, click depth will depend on whether it has a link closest to the homepage or not.

Therefore, the goal is to **make all your pages have a click depth that's less or equal to 3**. This makes it easier for search spiders to crawl your page.

You can view your site's click depth chart on Ahrefs Webmaster Tools after running a Site Audit.



If you have lots of pages away from the homepage, link to them from the homepage if possible. If not, at least link from related pages near the homepage to those.

Eliminate Broken Links

If you have an old site with lots of pages, you can be sure you have at least a broken link or two in it.

Broken links work against you both ways:

First, you prevent your site from distributing and circulating link juice or PageRank.

Second, broken links disrupt the user experience. Nobody wants to click a page expecting something to appear only for the page to return a 404 page. That could cause the visitor to leave your site entirely and visit another site instead.

Maybe you wrote content and linked to a page years ago and that page is no longer available.

Or you probably linked to a page within your site and changed its URL or deleted the page entirely just now.

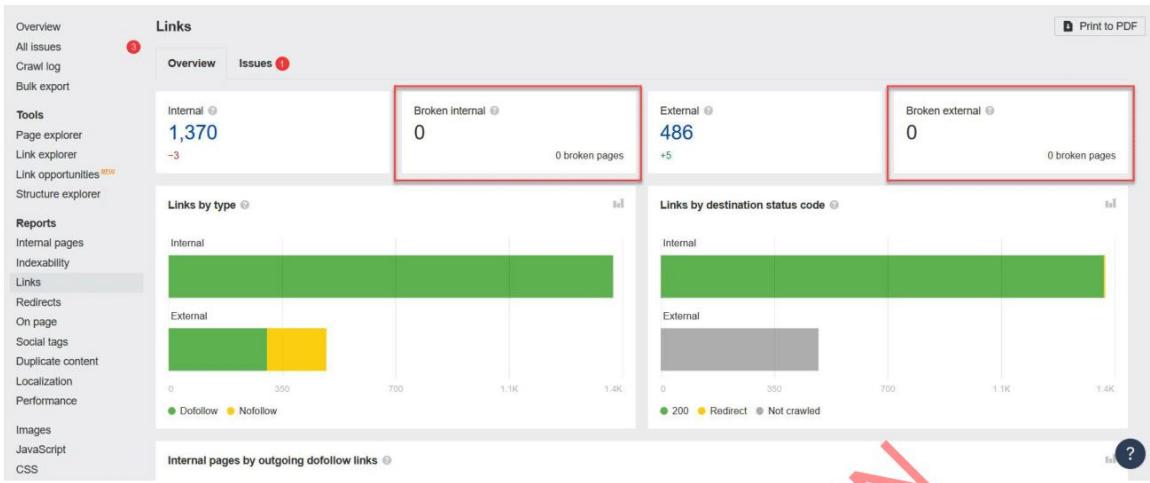
Either way, you wouldn't know unless you check them yourself!

You can use Ahrefs' Webmaster Tools to identify these errors. While Ahrefs is a paid tool, its Webmaster Tools is free for all AS LONG AS you can verify you're the owner of the site. It will ask you to connect with your Google Search Console account.

(Note: For those worried about security, Ahrefs won't gather your data after connecting. It will use this method of verification to simply ensure that you are the site owner)

After connecting, it will run an audit of your site. The length will vary depending on how big your site is.

Once done, click on Links under Reports on the left side menu to see if you have broken links, both external and internal.



The example above shows that the site has no broken links. But if it does, click on the number to identify what those links are.

Below are tips for fixing broken links:

- For broken internal links, identify if the page is deleted or changed its URL. If the former, either remove the link completely or link to another page in your site that talks about the same thing as the broken page. If the latter, replace the incorrect URL with the correct one.
- For broken external links, replace them with similar content from the same site or a much better one.

Use Robots.txt

To help search spiders crawl the *right* pages on your site, you have to tell them which pages on your site to NOT CRAWL.

For instance, you don't want to rank these pages on search engines:

- Log-in page
- Terms and Conditions
- Privacy Policy

There are lots of other pages you don't want Google to crawl because *they don't offer any value to searchers*.

By default, Google can crawl all the pages on your site including the pages above. But since you want to prevent spiders from reading these pages, you need to create a robots.txt file on your site.

By determining which pages you're PREVENTING Google to crawl, *it proceeds to crawl the other pages on your site.*

From here, **you reserve your crawl budget on pages that you want Google to rank!**

Normally, you must log in to your site's file directory from your hosting dashboard or FTP to create a robots.txt.

But if you're using Yoast SEO, you can create the file straight from your dashboard:

1. Click on SEO > Tools.
2. Select File Editor.
3. If you haven't created your robots.txt here, click on Create a robots.txt file.

You should see something like this after:

The screenshot shows the Yoast SEO Tools interface for editing a robots.txt file. At the top, it says "Tools - Yoast SEO" and "Back to Tools page". Below that is the title "robots.txt". It says "Edit the content of your robots.txt:" followed by a code editor containing the following text:

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php
```

At the bottom of the editor is a button labeled "Save changes to robots.txt".

If you want to “disallow” a page, i.e. search spiders should not crawl this page, enter “Disallow:” and the URL string of the page. Then save changes that you made here.

Use Noindex Meta Tags

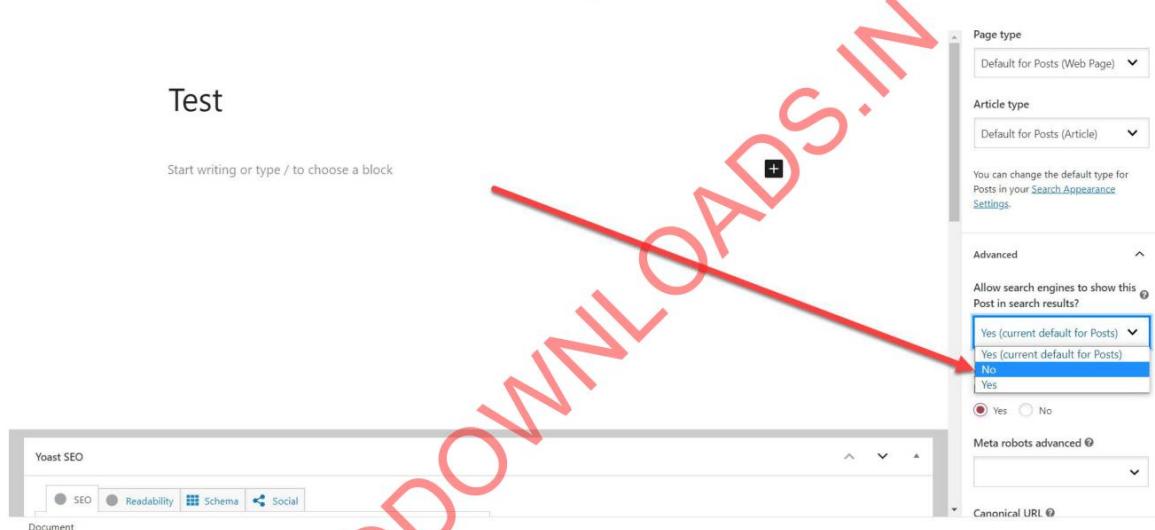
Years ago, you could use robots.txt informing search engines to NOT INDEX a page on your site.

If “Disallow” prevents a page from being crawled, then “Noindex” prevents it from being INDEXED. These commands help inform search spiders what to do with your pages, which is in line with conserving your crawl budget on more important pages on your site.

However, the rules have changed. That means if you're using both in your robots.txt, it's possible you're doing more harm on your site than good! [You can read more info here.](#)

But fear not - there's still a way for you to noindex pages. You just have to do this on a page level using Yoast SEO:

- Edit the page you want to noindex.
- Click on the Yoast SEO icon.
- Scroll down the page to see the Advanced section on the right sidebar.
- Click on the drop-down menu on the "Allow search engines to show this Post in search results" and select "No." Then save changes!



Here's an interesting question regarding noindexing:

Should you noindex Category and Tag on your WordPress site?

The short answer is, "IT DEPENDS!"

Category helps you organize your content and segment those that cover the same *topic*. This way, all pages under the same topic will show on the Category page.

The same applies to the Tag page. You can create a tag for a *subtopic* in your site and gather pages that discuss the subtopic in their content on a single page.

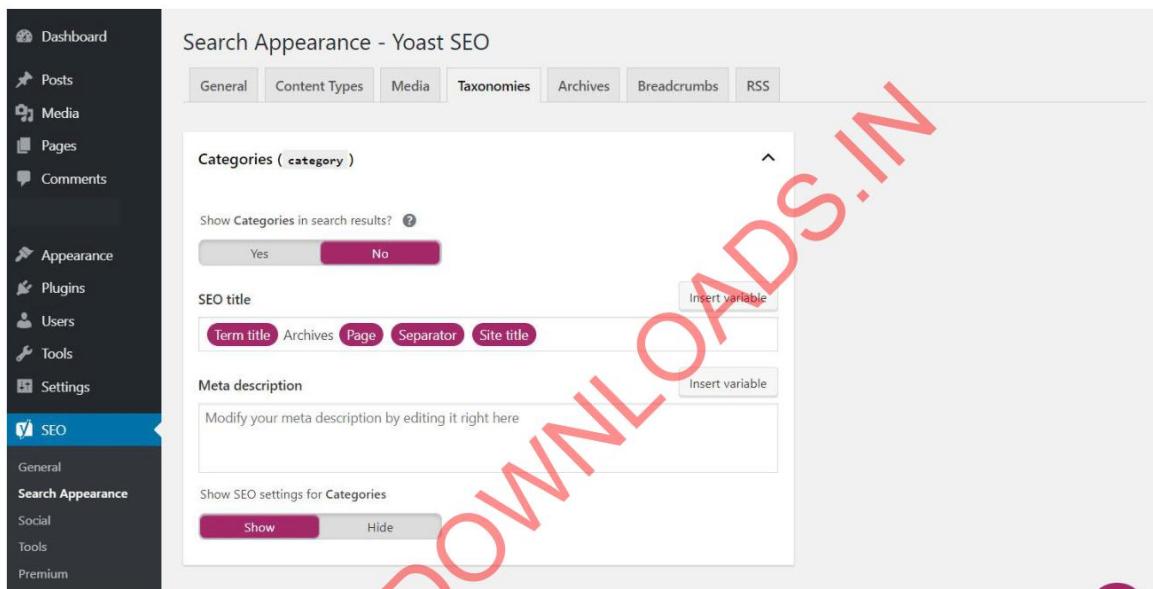
However, the problem with both is **they could use up your crawl budget** especially if you don't moderate how you use them.

For example, if you keep adding new categories and tags, you also create new and perhaps UNNECESSARY pages on your site that simply *curate existing pages*. Google could then crawl and index them first before the actual posts you want to rank for.

From here, it's easy to say that you should noindex categories and tags on your site.

You can do this using Yoast SEO:

1. Go to SEO > Search Appearance on the left sidebar of your WordPress dashboard.
2. Click on the Taxonomies tab.
3. Under Categories and Tags, set the "Show Categories in search results?" to NO.
4. Save changes.



Doing this will prevent Google from indexing your category and tag pages.

HOWEVER!

This doesn't mean that you should noindex them. Again, the decision largely depends on how you use both page types on your site. Below are examples:

- Categories are useful to readers especially if you have unique content written on these pages. If this is the case, *don't noindex them*.
- If you can settle on using only a certain number of tags across all the pages you've created or will create, *it's acceptable to not deindex them*.
- If your categories and tags are already ranking on Google, *don't deindex them*. Instead, find a way to make them even more useful to users by re-optimizing them for their ranking keywords.

Again, these aren't absolute answers to each situation. It's up to you as to which action to take.

But bear in mind the importance of *keeping your crawl budget down and delivering useful content to users on organic search* when making such decisions.

Audit Redirects

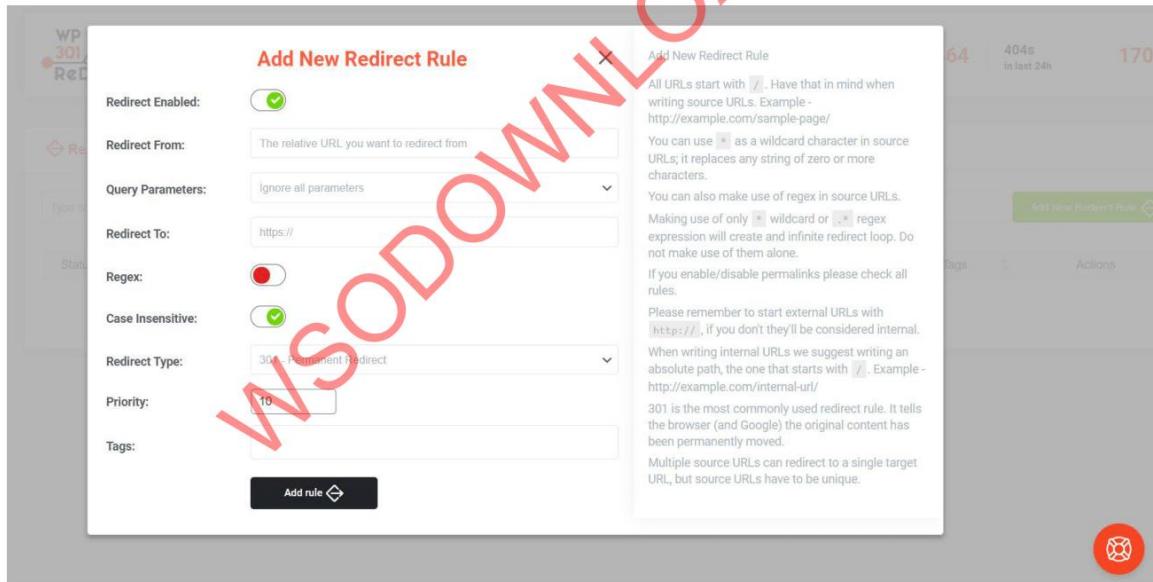
Redirection refers to the process of **pointing users from a page to another on your site**. You should use this if the initial page users want to visit is currently unavailable and want to bring them to another page within your site.

But before you can audit them properly, you must know how to create one for your site.

Creating redirections is much easier compared to editing each broken link on all the pages of your site manually.

You can just create a redirection rule so that a broken link goes to a working URL with similar content to the broken page. *Imagine the hours and days saved by using this especially if you have thousands of links to redirect.*

Among the different tools you could use for redirection, the WP 301 Redirect plugin for WordPress is one of the better ones.



Once you've created a redirection rule, it doesn't stop there. You need to audit your redirects and monitor them if they're doing their jobs of **making it easier for search spiders to crawl your pages and for users to get to the page with the right content**.

That's where the plugin's 404 log comes in handy.



From here, you can analyze the traffic types that visited your website's broken pages. Then check out the list of the pages, find out the most important ones, and see if you should create a redirection rule for each.

Additional tips to ensure that your structure your redirects properly:

- NEVER redirect a broken page to a page that leads to another redirect. Chained redirects burn up your crawl budget.
- If you just migrated to HTTPS, make sure that all HTTPS variants of your site pages point to the HTTPS version. You may need to use another plugin for this purpose (Really Simple SSL).
- Choose whether to use WWW or non-WWW on your site. Then redirect all pages to the version you want.
- **Limit redirections on your site.** If a broken page isn't getting lots of traffic or has no inbound links, you don't have to create a redirect rule for it.

Resolve Duplicate Content

Duplicate content is a result of having **two or more URLs crawled for the same page in your site**. Take note that we're not talking here of scraped content, which is the same page on your site but copied and published on another.

Here are examples:

- <https://example.com/example>
- <https://example.com/example?string>

- <http://example.com/example>
- <http://www.example.com/example>

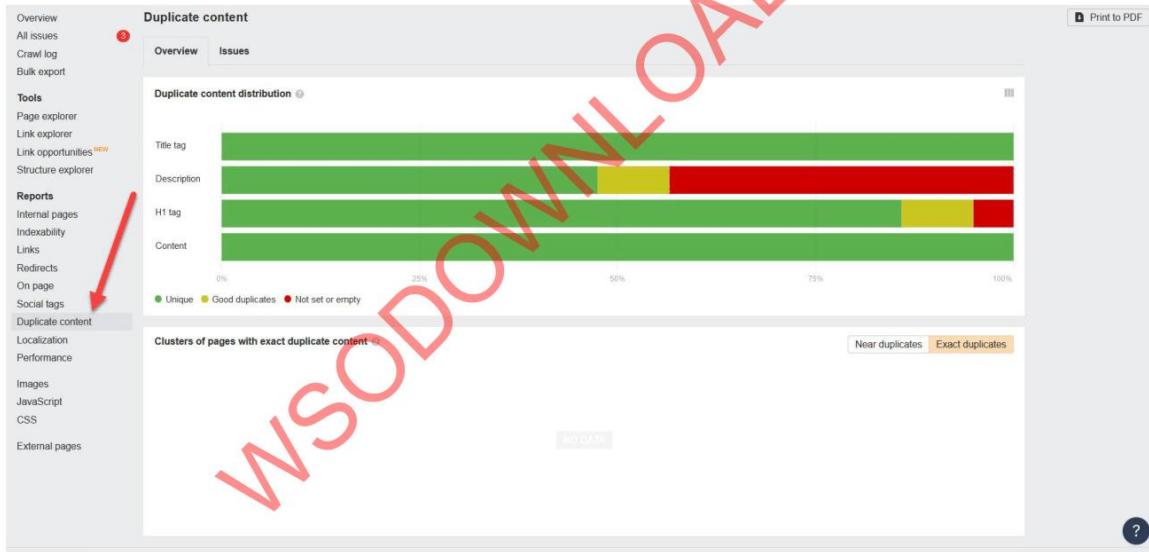
The **first** is the actual page of the content.

The **second** is the URL variation of the same page. The string of characters starting with the question mark is due to some click-tracking or analytics code you're using. Either way, Google won't recognize that it's the exact same page as the first one and would crawl.

The **third** is the HTTP version of the page. Your site may previously be set in HTTP and was indexed as such before adapting to the HTTPS version. Duplicate content happens here if you forgot to turn off the non-HTTPS version.

The **fourth** is the WWW-version. Similar to the HTTP-version, you may have not set up your site to load to the correct version, whichever between the two may be.

You can view the duplicate content you have on your site after running an audit from Ahrefs Webmaster Tools.



Since search spiders read these pages, they eat up on your site's crawl budget, which is never a good thing.

Worse, **this confuses Google as to which page to index on SERPs**. It could end up indexing the incorrect version or NOT INDEX ANY OF THEM AT ALL!

Once you have identified the duplicate pages and the original version, here are things you can do:

- Add the rel=canonical attribute on the original version. This informs Google that all pages with different URL variants are mere copies of the original. But unlike redirection,

the rel=canonical attribute is merely a suggestion to Google - the search engine could still index the duplicate URLs.

- Redirect duplicate versions to the original one or the page you want to rank on Google. Therefore, instead of these pages competing against one another on SERPs, you get to consolidate them and transfer all the authority from these versions to a single one. You can do this using a redirection plugin and entering the variants one by one to point to the original version. Compared to rel=canonical, this is the better option between especially if search engines are ranking the duplicate version instead of the original one for some reason.

Fix Keyword Cannibalization

Have you ever ranked two or more pages for the same keyword? This is *keyword cannibalization* at play.

You'd think that ranking multiple pages for the same keyword increases your chances of getting more clicks from organic search, right?

Unfortunately, all these pages do is PREVENT the best page from ranking at the very top!

Let's play this out, shall we?

Suppose you have two pages vying for the same keyword. Both are ranking on the first page for their target terms. Both have equal in all respects, but neither offers information that serves as the best guide for the search term.

In this case, why bother keeping them especially since they're not ranking on the top two positions on SERPs (which is the only reason keyword cannibalization is acceptable)?

At the same time, **your crawl budget is spent on these pages that aren't ranking high enough to justify why they're being crawled in the first place** unless they're targeting different keywords.

Therefore, you need to do something about these pages to avoid keyword cannibalization. But before you do that, below are steps you need to take to identify which pages on your site are ranking for the same keyword:

1. Log in to Ahrefs (pay for any of their subscription plans or get their 7-day plan for \$7). Compared to other tools, Ahrefs has arguably the largest database of keywords and content, which should provide us with the best data for this task.
2. Type in your site's URL on Site Explorer and click on Organic keywords on the left sidebar.
3. Exclude SERP features that mention your site. You only want to find the pages in your site listed on organic search.

4. Export the sheet and find the different URLs ranking for the same keyword.

The screenshot shows the Ahrefs interface with the 'Organic Keywords' report selected. The left sidebar includes sections for Backlink profile, Referring domains, Anchors, Referring IPs, Internal backlinks, Link intersect, Organic search, Top pages 2.0, Pages, and Content gap. The main table displays the following data:

Keyword	Volume	KD	CPC	Traffic	Position	URL	Upd.	
how to use a french press	5	21,000	31	8.00	3,902	2	www.homegrounds.co/how-to-use-a-french-press/	26 Feb
best espresso machine	5	26,000	51	1.40	3,188	4	www.homegrounds.co/best-espresso-machines/	27 Feb
best coffee maker	4	56,000	50	1.00	2,775	9 □ 1	www.homegrounds.co/best-drip-coffee-maker-reviews/	18 h
breville	5	79,000	51	1.40	2,767	7 □ 2	www.homegrounds.co/breville-espresso-machine-reviews/	12 h
best espresso beans	5	4,300	5	1.00	2,201	1 □ 2	www.homegrounds.co/best-espresso-beans/	13 h
how to use french press	5	7,000	31	3.50	1,899	1	www.homegrounds.co/how-to-use-a-french-press/	24 h
best burr grinder	4	3,900	48	0.60	1,784	1	www.homegrounds.co/best-burr-coffee-grinders/	27 Feb
salt in coffee	5	3,600	14	0.10	1,620	1	www.homegrounds.co/salt-in-coffee/	3 h
best drip coffee maker	4	11,000	36	0.50	1,620	4	www.homegrounds.co/best-drip-coffee-maker-reviews/	16 h

From here, you should have an exhaustive list of pages to rank for the same keywords.

Here are things you could do to these pages:

- **Combine** - If the pages are essentially talking about the same thing, you can just combine them in a single page. This way, you create a much more comprehensive page about the topic, although you'll probably have to expand the post to make it more complete and tie the loose ends. Make sure to simply transfer the content of the lower-ranking page to the higher-ranking one - **don't create a brand new page when combining both!** You want to leverage the page's existing position on SERPs instead of starting back from scratch!
- **Delete** - This option should only be chosen if the other ranking pages contain obsolete information or they no longer deliver value to your audience. Examples of these pages are giveaways, personal musings, content that isn't reflective of your brand anymore, etc. Ideally, you still want to SALVAGE them by *updating and combining them with the other ranking pages* - the fact that it's ranking means Google sees value in them. However, if you simply don't see any value on the page, then proceed with deleting them.
- **Redirect** - Redirecting is the MOST IMPORTANT step after doing either of the two above. Once you've combined the content on the page OR deleted the lower-ranking page, redirect the deleted URL to the updated version. The fact that the URL was ranking before you combined/deleted it means there's still value to it from a SERP standpoint. Therefore, you need to redirect the URL and **transfer its authority** to the

new one. This could help boost the updated page's authority and increase its organic ranking soon.

Adopt Orphaned Pages

If you publish great content for months and it's still not ranking for its target keyword, it may be an orphaned page.

As mentioned earlier, internal links help communicate to Google the pages your site has. More importantly, **it helps pass authority across your site** especially to the newly published pages.

Therefore, below are things that happen to a page that doesn't have internal links pointing to it:

- It'll take a much longer time for Google to crawl and index the page (*if at all!*).
- You don't pass link juice or PageRank to the site because of the lack of interlinking here.

If you have lots of orphaned pages, that would explain why your site isn't performing up to your expectations.

To know if this is the case, go to Ahrefs Webmaster Tools and check orphaned pages from the audit report.

- Go to Tools > Page Explorer.
- Scroll the page down to the table of page URLs and organize them according to the number of inlinks in ascending order.

258 results						
PR	URL	Organic traffic	HTTP status code	Content type	Depth	Is indexable page
30		0	301	text/html; charset=utf-8	3	No
30		0	301	text/html; charset=utf-8	3	No
30		0	301	text/html; charset=utf-8	2	No
30		0	301	text/html; charset=utf-8	2	No
30		0	301	text/html; charset=utf-8	2	No
30		0	200	image/jpeg	1	No
30		0	200	image/jpeg	1	No
30		0	200	image/jpeg	1	No

You should see which among your pages have no links pointing to it. Keep in mind that just because a page is orphaned, doesn't mean you have to link to it. URLs like the author page,

image attachment links, and others don't need to be linked from your pages unless there's a good reason you should.

So you still have to determine the importance of the orphaned page from here to know whether or not you need to link to it or not.

E-A-T And The Medic Update

E-A-T stands for expertise, authoritativeness, and trustworthiness. These are found on the [175-page Google Search Quality Raters Guidelines](#).

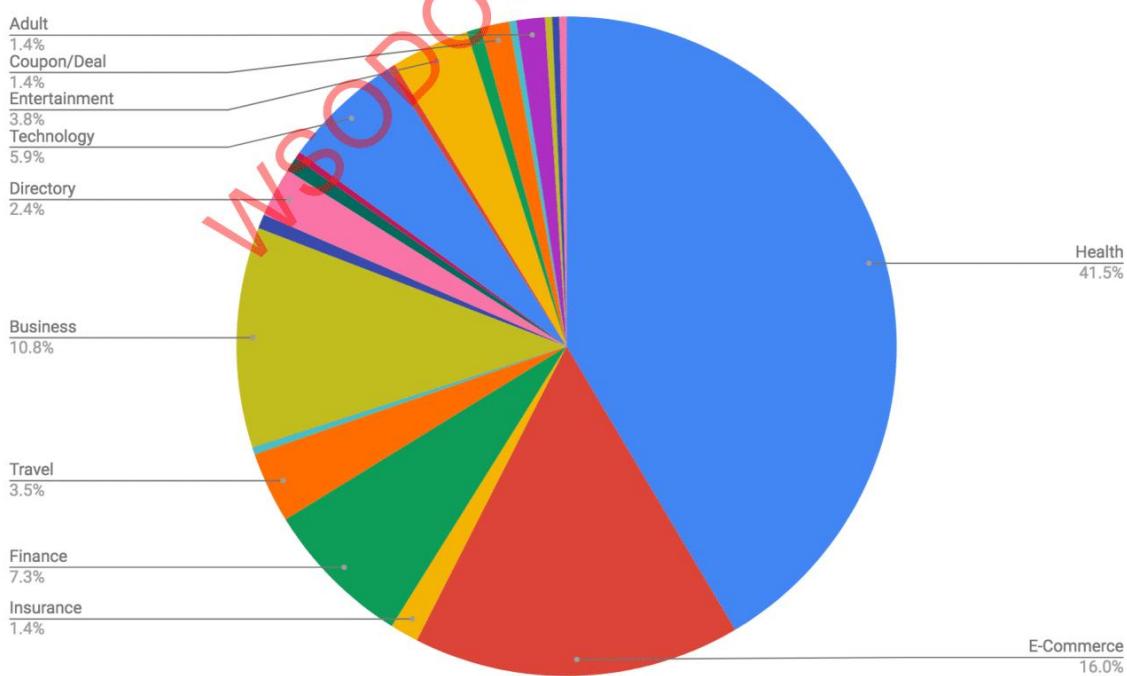
3.2 Expertise, Authoritativeness, and Trustworthiness (E-A-T)

Remember that the first step of PQ rating is to understand the true purpose of the page. Websites or pages without some sort of beneficial purpose, including pages that are created with no attempt to help users, or pages that potentially spread hate, cause harm, or misinform or deceive users, should receive the **Lowest** rating.

For all other pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:

- The expertise of the creator of the MC.
- The authoritativeness of the creator of the MC, the MC itself, and the website.
- The trustworthiness of the creator of the MC, the MC itself, and the website.

E-A-T comes hot off the heels of the Google Medic update in 2018. Lots of sites under Your Money Your Life (YMLY) niches like medicine, finance, health etc. saw massive drops due to poor presentation of information and low-quality content.



Source: [Search Engine Roundtable](#)

This matters because Google cares whether the content in your site is *truly helpful* to your audience and is not out to DECEIVE them.

Even if your site isn't under the YMYL umbrella, you must make an effort for your audience to TRUST you. This goes beyond the content you published because there are other signals related to E-A-T that you must consider.

By following the steps below, **you show Google that you're a “real thing!”** You're not just another site that's trying to make money online from affiliate links or display ads. Rather, you're trying to gain a deeper relationship with your audience by sharing with them who you are.

So if you're interested in getting the most out of your site, you need to ramp up its E-A-T, keep reading!

Beef Up Your About Page

The About page is an opportunity to make a good first impression on your first-time readers.

Here, you should answer the following questions:

- Who are you?
- What do you do?
- How did you get to where you are today?
- **Why should people care? (VERY IMPORTANT)**

The idea behind an About page is to lift the curtain and let them in on the inner workings of your site or business.

You want them to *know you on a more personal level* and for you to *show a different side of yourself* as opposed to what they see on your content.

When it comes to great About pages, I turn to Spencer Haws of Niche Pursuits as the page you want to replicate on yours.

Here's a few of my Niche Pursuits that I worked on over the years:

- ✓ 2005 – 2010 – Mostly failing at building affiliate websites. But these years were critical to me learning about SEO, how to build sites, and how the online world operates.
- ✓ 2011 – Present: Niche Websites. I started making \$10,000 a month in early 2011 from my small affiliate sites, so I quit my job. I continue to build, buy, and sell niche websites as part of my business.
- ✓ 2011 – Present: NichePursuits.com. Yes, Niche Pursuits is my blog. But it's also a very successful business on its own.
- ✓ 2011 – 2016: [Long Tail Pro](#). I founded the popular keyword research tool, Long Tail Pro. After growing this business, I decided it was time to move on to other projects. I sold this software business in early 2016.
- ✓ 2015 – 2018: Amazon FBA. I started manufacturing and selling pillows through the Amazon FBA program. This was my first attempt at selling "physical" products and it went extremely well. I enjoyed diving into this new venture, but eventually realized it was taking away from my core business. I [sold my Amazon FBA business](#) in early 2018.

Source: [Niche Pursuits](#)

It contains the following elements:

- **Timeline** - He breaks down the things that happened in his life through the years from milestones to changes that led him to where he is right now.
- **Unique photos of yourself** - This is a clear way to show people that you're a "real person."
- **Relevant links** - Include links to your social media and other sites where they can read more about you and follow your latest activity.
- **Call to Action** - On the page, Spencer wants people to his mailing list in a form located in the middle of the page. In the end, there's a link to his contact form if people want to reach out to him and ask questions.
- **Additional background information** - Spencer shares the highs and lows he has experienced as an affiliate marketer and entrepreneur through the years. This is an essential part of your About page if you want to humanize your brand and make you more relatable to one.

There are other elements you want to include in your About page to make it even better. Also, there are more appropriate examples that are related to your niche.

But the example above goes to show that the About page is *prime real estate* on your site where you can **build trust with your audience!**

And you can show this by displaying your expertise and authority in your niche. In this case, Spencer founded LongTailPro, co-founded Motion Invest, and created Link Whisper. Topped off

with thousands of earnings from the sites he built and sold over the years, you can't deny that Spencer knows his stuff.

Boast Author Credentials

People gravitate towards content written by an expert in the field. And the best way to showcase whether one is an expert about the topic is by featuring his or her *credentials* on the author byline and page.

Healthline does this to great effect.

Below every page, you'll see a short bio about each author talking about their respective achievements thus far.



Let's break down the elements of the author byline, shall we?

- Did he share his credentials as a writer? Yep!
- Does he belong to organizations related to the topic he's written about? You bet!
- Did he link to sites where people can connect with him? Totally!

In doing so, **they verify that they're qualified to talk about the topic**. They're neither pulling information out of thin air nor copying and rewriting previously published content. The ideas presented in their content comes from years of experience backed with studies reference.

At the same time, the information in the bylines proves that the **writer does exist!** People and search spiders can verify this by clicking on the links and following him or her on social media.

Another great thing about Healthline is how it gets a third-party to fact-check or review articles to confirm the legitimacy of the info contained within.

The screenshot shows a medical article on the Healthline website. At the top right, there's a red circle highlighting the text: "Medically reviewed by University of Illinois — Written by the Healthline Editorial Team — Updated on October 24, 2017". Below this, there's a section titled "What Do You Want to Know About Cancer?" with sub-links for "Growth", "Types", and "Treatment". A sidebar on the left has social sharing icons for Facebook, Twitter, LinkedIn, and Pinterest. To the right of the main content, there are two thumbnail images: one for "Why Different Ages Need Different Cancer Treatments" and another for "How Will My Life Change During Treatment for Prostate Cancer?". A "VIEW ALL" button is also present.

This is important for medical websites in which medical advice is a matter of life or death. By having these on your site, you can ensure readers that **they're getting the best information out from trusted sources and fact-checked by experts**.

If you're not a YMYL site, you can make your author bylines much better.

As part of beefing up the author bylines of your site, you need to hire experienced writers who know the topic like the back of their hands.

Long gone are the days when generalist writers are good enough to get subpar content published on your site. Since Google and people are getting smarter when it comes to getting their information online, you need to adapt to the times as well and get *niche-specific content creators* for your site.

A quick search on Google should help you filter the results to specialist writers. If you're in the legal niche, "legal content writers" show up on these sites:

- <http://legalcontentauthors.com/services/content-writer/>
- <https://www.legalcontentwriters.com/>
- <https://www.legalinsites.com/law-firm-content-writing/>

You'll still have to review if they qualify to supply content on your site. But the point remains.

The downside of hiring them is that they cost more than any writer you'll encounter. However, you have to consider the advantage you'll get if you can secure content from these writers. Not only will their content read much better

Display Social Proof

Quick question:

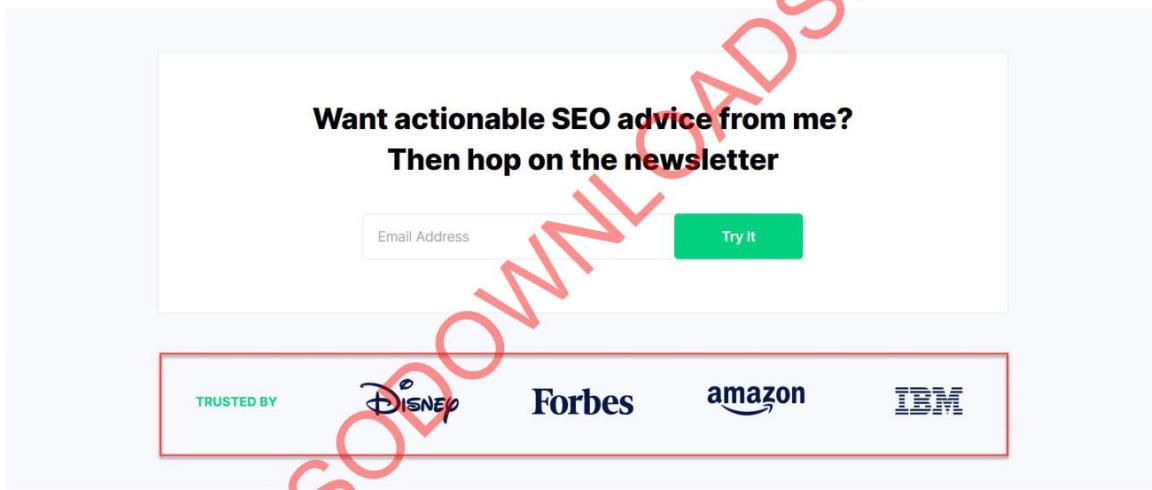
Would you believe people who shill for themselves or another person talking about the accomplishments of another?

If you answered the latter, that goes to show the power of social proof.

It's easy to tell people how good you are even if it's not true. But getting SOMEONE WITH AUTHORITY to speak glowingly about your achievements is a different ball game altogether.

However, if you pull this off, you can get more people to TRUST you!

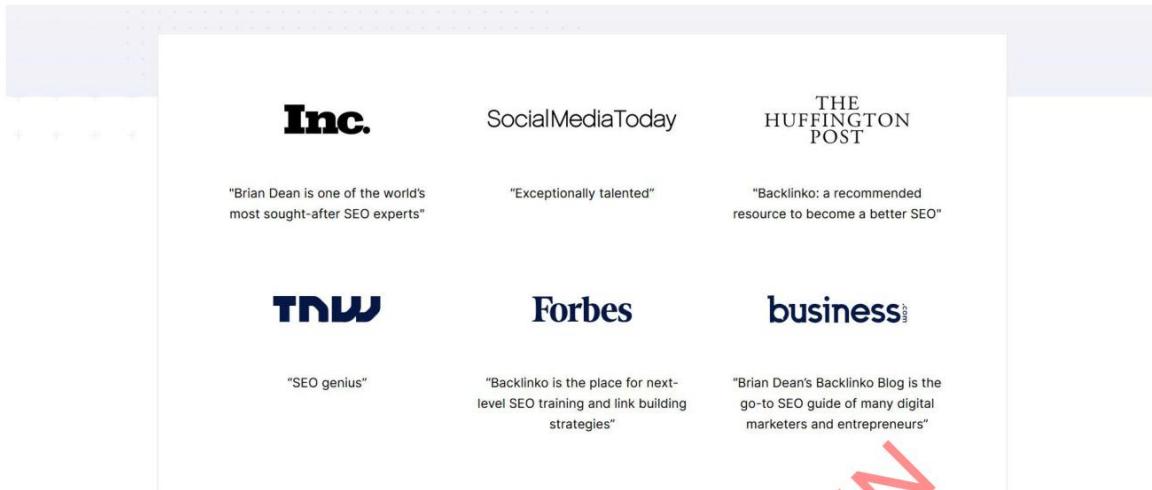
A common example of social proof is "**As Featured in**" or "**Trusted by**." Here's one from Backlinko:



Using this type of social proof requires people to be aware of who you are and what you do before they fully buy into this.

In this case, since Brian Dean of Backlinko is a big player in the SEO industry, you'll have to take his word for it and rightfully so because he's built enough goodwill with his audience to gain that.

But if you don't have the clout that Brian has, you can move on to other forms of social proof, starting with **testimonials**. Backlinko also has these on his About page.



The good thing about testimonials is that people can trace them back to their source. Most of the time, the quote is mentioned in a blog post, article, or comment. However, some testimonials can't be traced back if they are sent to you by your colleagues or clients via emails.

Regardless, testimonials allow you to *leverage existing relationships with influential people in your niche and verticals* and get a quote from them about how good you are. Then feature them on your About page so people get a better sense of who you are.

However, if you want the best social proof to showcase on your site, then use **certifications**.

I'm not just talking about certifications from free courses you can take online. There's nothing wrong with them, but if they're free to get, it means everybody can get them.

If you want *more authoritative* certifications, you need to find those that require payment.

A perfect example of this is Health on the Net.

THE 8 PRINCIPLES OF THE HONCODE CERTIFICATION OF WEBSITES



© Health on the Net Foundation (HON) February 2020 - Please note that this version may be subject to change

Source: [Health on the Net](#)

The site runs a stringent approval process before they hand out certifications that people can feature on their website. Therefore, not only do site owners have to cough up the cash, but they also have to meet all the requirements to get the certification.

This is a good thing because you want social proof that you need to earn and not just handed to you on a silver platter.

Therefore, getting these kinds of certifications is the ultimate feather in your cap. If you're a medical or health-related website, having the HONcode certificate means that your site is among the MOST TRUSTED SITES online.

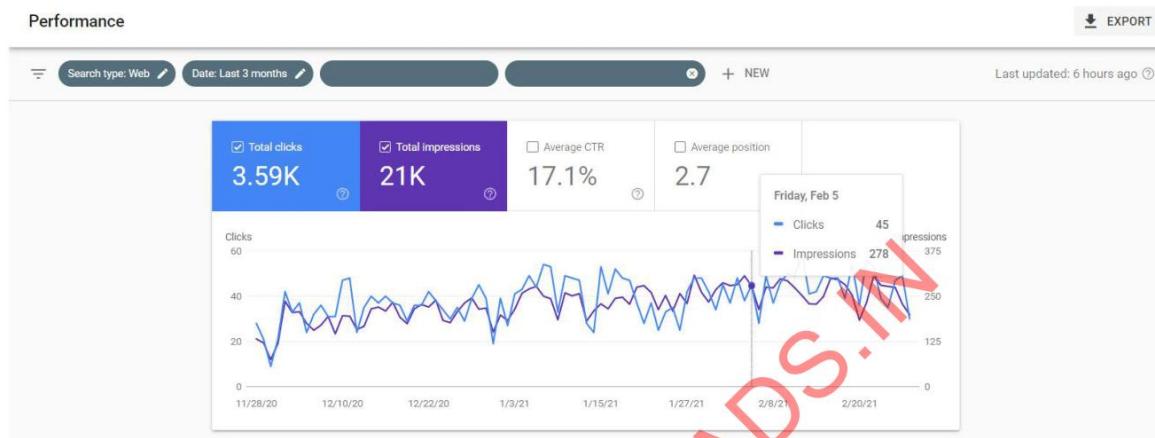
If you're not in the health space, you need to find the right certificate-giving body in your niche.

CRO For OnPage SEO

Conversion rate optimization in terms of SEO refers to the number of clicks a page has received from SERPs over a period.

The goal is to **get as many total clicks from the total impression your page has on SERPs**. From here, you can compute the average CTR of the page on your site.

You can see this on your Google Search Console when you check Performance and look at how a page on your site is faring.



There are lots of variables that come into play here:

- Search volume
- SERP position
- Meta tags (title and description)
- Schema (if applicable)

For example, the **HIGHER** the page's SERP position is, the **HIGHER** the total impressions it will get in time.

However, the average CTR of the page could be **LOW** if the meta tags and structured content aren't optimized. Also, if you're targeting a keyword with a **LOW** search volume, you won't be able to properly analyze the results due to **LOW** impressions.

If this is what's happening to most of your pages, you're not getting the organic traffic you deserve!

From here, you must ensure that *all variables contribute to getting more clicks from users*.

Let's start with **A/B testing your SEO title**.

Since your SEO title should drive more clicks to your site from SERPs, you need to come up with the best headline for each page.

To do this, you need a tool like Nelio A/B Testing plugin for WordPress.

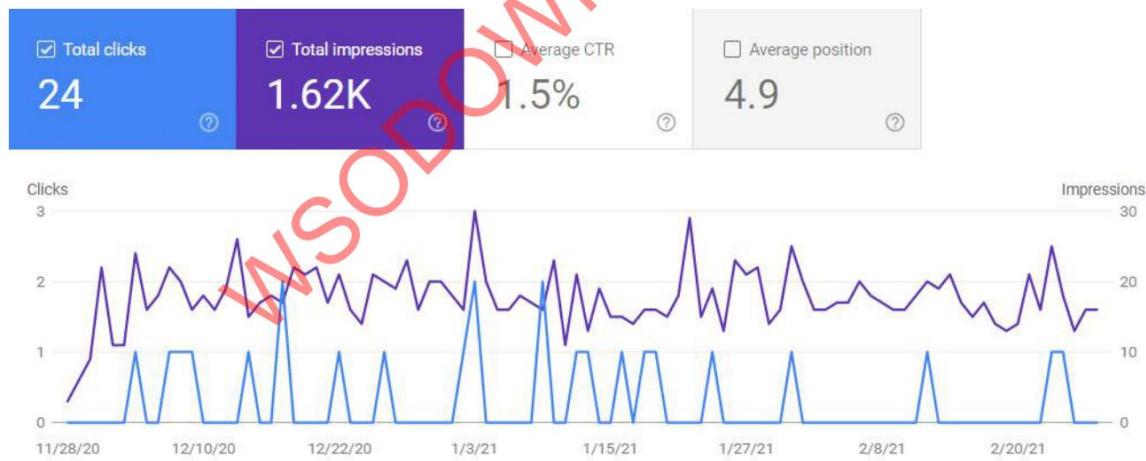
The free version lets you test pages and activates heatmaping on your site pages. To enable headline testing, you'll have to subscribe to its premium plans. However, it's worth the price of admission because it not only tests your headlines but also the excerpt and image.

When figuring out which pages to run tests on, check out first which among your pages have a decreasing CTR compared to the average CTR.

According to Advanced Web Ranking, **only the top four positions on SERPs are getting more than 2% of clicks.**



Therefore, if the average SERP position of your page is between one to four (1-4) but has a CTR of less than 2%, then your page is UNDERPERFORMING.



This is where you should test the headline in the hopes of turning more impressions into clicks!

From here, you need to create multiple headline variants for the post and test them over a period. This way, you can figure out the best version that drives the most visitors to your site.

Next, you want to **optimize the conversion rate of your page.**

Below are some examples of conversion points depending on the purpose of each page:

- Click on a link pointing to another page.
- Sign up for your opt-in or newsletter form.
- Click on a button to purchase a product or service.
- Share your blog post on social media.

Now, you're probably thinking that it's not within the scope of SEO to get people to convert into subscribers or customers.

That may be true to a degree, but you have to ask yourself:

Why am I ranking this page in the first place?

You want your effort of ranking a page to bear fruit. If not, then THERE'S NO POINT IN DOING SEO if all you want to do is rank pages.

In other words:

You want to provide a meaningful experience to people aside from having them visit your site!

So how do we do this?

Ideally, you want to create different conversion points or CTAs for each of your pages depending on the intent of the page.

Below are examples of keywords and what their intents are, as well as CTAs you can use for each:

- how to change wifi password in mobile - INFORMATIONAL - Get visitors to sign up to your newsletter for more mobile tips and tricks
- best mouthwash for canker sores - COMMERCIAL - Ask them to click on the affiliate link pointing to the best mouthwash
- social media calendar template free download - TRANSACTIONAL - Encourage visitors to download your free templates by signing up for your list first

By determining the intent and context of the keyword, you should be able to come up with a CTA to give each page on your site a sense of PURPOSE.

You can use the same CTA and **make it appear on different parts of your pages**. Below are places where you can inject your call to action:

- In-line - a link or a clickable button in the body of your content.

- Interstitial - well-timed pop-ups or scroll-triggered box that appears with a link to your page or a form to fill out. (Note: It's best to disable interstitials on mobile viewing to avoid Google penalties).
- Notification bar - A fixed bar that contains your CTA and remains in the same area on the screen even if users are scrolling up or down the page.
- Widgets - Similar to notification bars, but appears on the sidebar and can either be fixed or not.

Here's a tip when using CTAs on a page: Don't overdo it!

Make sure to strike the balance of using a reasonable amount while keeping the UX light and accessible. It's going to be the tightrope walk, which is why you need to use the heatmap feature of Nelio A/B Testing plugin!

It'll show you how many people are clicking or responding to your CTAs and how far the majority of readers reach on the page before they leave.

Using the data gathered by the plugin here, you can do two things:

- Move the CTAs to the scroll section before 50% of visitors leave the page.
- Test the elements of your CTAs and try to hike up their CTR.

KPIs And Benchmarks: Taking OnPage SEO A Step Further

Now we've reached the last step of the on-page SEO process! I hope you've implemented the processes mentioned above on your site - the most important part now is to wait and see the fruits of your labors and whether it's a rousing success or a miserable failure (hopefully the first one!).

To help us determine which between the two answers your site falls under, you need to know which KPIs to use in analyzing your site's on-page SEO performance.

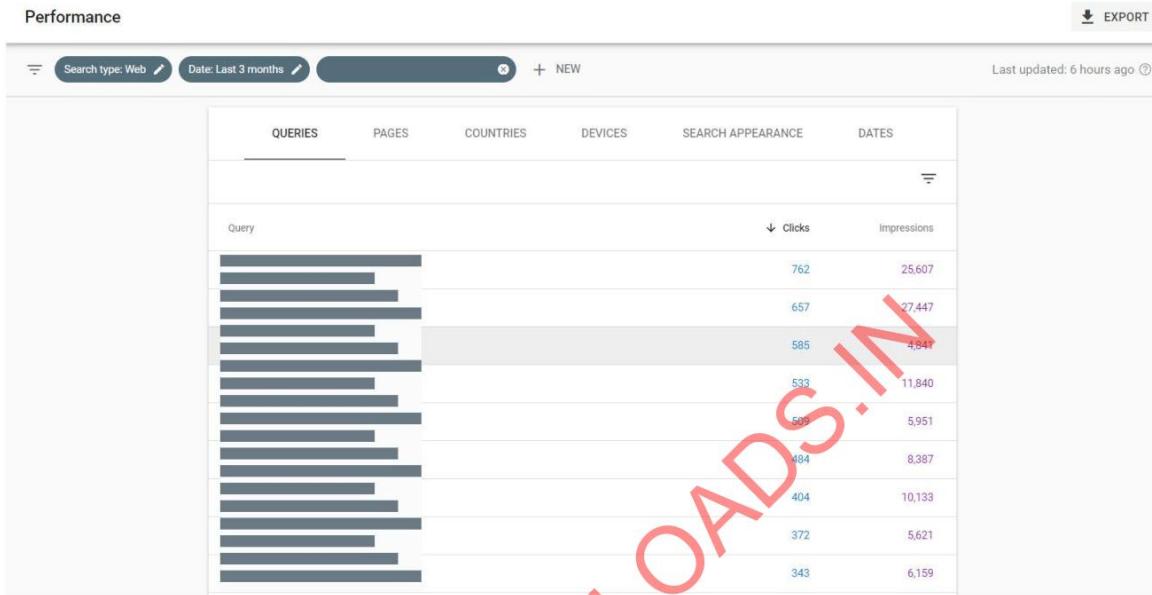
There are two metrics I would suggest you focus on:

- **Page-level performance**, not just for a single keyword, i.e. look at SECONDARY keywords
- **Traffic and conversions** (mentioned earlier with GSC)

Regarding analyzing a page's SEO, you want to track which keywords it's ranking for.

Most people make the mistake of just *tracking the page for its target keyword*. You also want to see if it's ranking for your secondary keywords, i.e. the ones found in your subheadings, and phrases that you didn't optimize for but are ranking for anyway.

You can see information regarding this from your Google Search Console. Click on Performance and select the Queries tab to see which search queries are getting you the most clicks to your site.



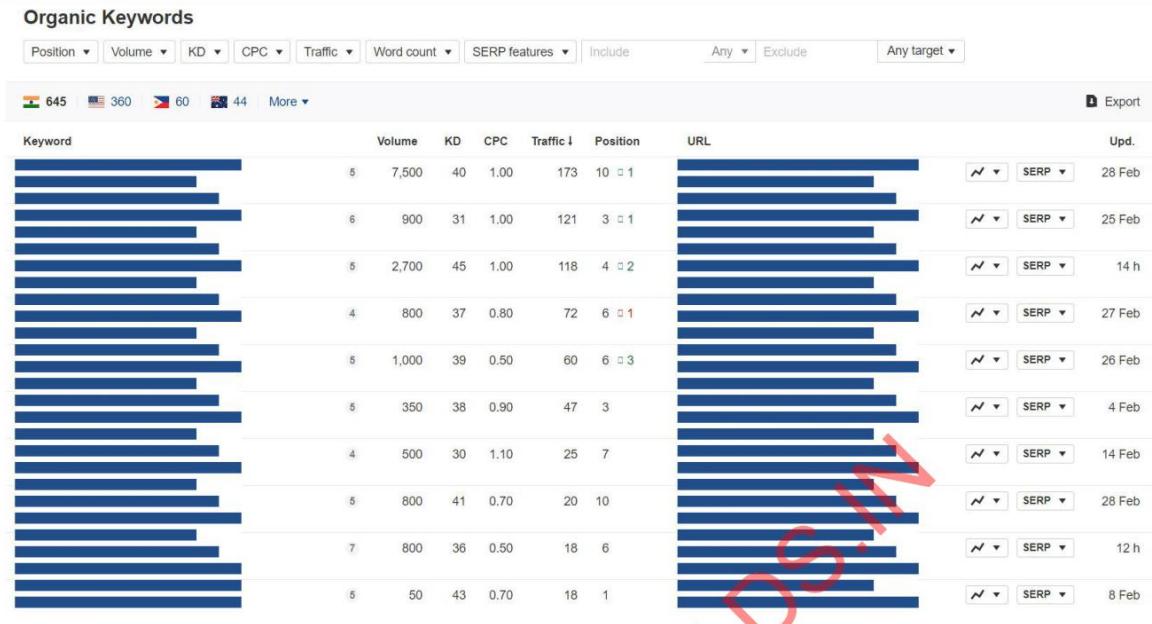
The problem with GSC is it doesn't share with you which exact page is attracting you clicks from a particular query. You have to connect the dots yourself to figure this one, which you can do by looking at your Google Analytics and breaking down its organic traffic by page.

A much easier way to do this is by using Ahrefs:

1. Type in the page URL on Site Explorer.
2. Click on Organic Keywords

From the results, you can see additional data about the keywords driving traffic to your site such as:

- Search volume
- Keyword difficulty
- Estimated traffic
- SERP ranking



Using this information, here are things you could do:

- If you're not ranking on the first page for your target keyword and secondary keywords, re-optimize them using tools like Surfer SEO to make sure it covers enough depth to satisfy search engines and readers.
- If you're ranking high for keywords you're not targeting, consider if the keyword matches the intent of your content. If they do, re-optimizing the page for these terms as well.

If your site is brand-new, you may have to wait for 3-6 months (if not more) and let the site age a bit. It will take time before Google crawls and indexes the pages of your site - the best thing you could do is wait (or build links - but that's not what this eBook is about!).

Here's an EXCELLENT tip to help you create pages for your site:

Once your site is already ranking on top of SERPs, you now have the data to help you determine which keywords to optimize for moving forward.

Using Ahrefs again, here's what you can do:

- From the Organic Keywords page, filter the results to show keywords your site ranking for the top 1-3 positions on SERPs.
- Export the list of keywords to a sheet.
- Get the average figure of **search volume** and **KD** of the keywords (**SUPER IMPORTANT!**)

By computing for these, you have the data of keywords you should target for!

#	Keyword	Position	Position H	Position I	Volume	URL	Difficulty	Traffic (e CPC)	Last Upda	Page UR	SERP Features
267	266	3	3	30	https://ins	39	0.12	##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
268	267	3	3	30	https://ins	39	0.12	##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
269	268	3	3	30	https://ins	39	0.12	##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
270	269	3	4 #####	30	https://ins	29	0.08	1.3 ##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
271	270	3	4 #####	30	https://ins	29	0.08	1.3 ##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
272	271	3	4 #####	30	https://ins	29	0.08	1.3 ##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
273	272	3	4 #####	30	https://ins	29	0.08	1.3 ##### Sitelinks	Sitelinks, Top stories, Video, Image pack		
274	273	3	3	90	https://ins	1	0.04	##### Sitelinks	Featured snippet, People also ask, Sitelinks, Top stories, Video		
275	274	3	3	90	https://ins	1	0.04	##### Sitelinks	Featured snippet, People also ask, Sitelinks, Top stories, Video		
276				84,9635		19,77007					
277											

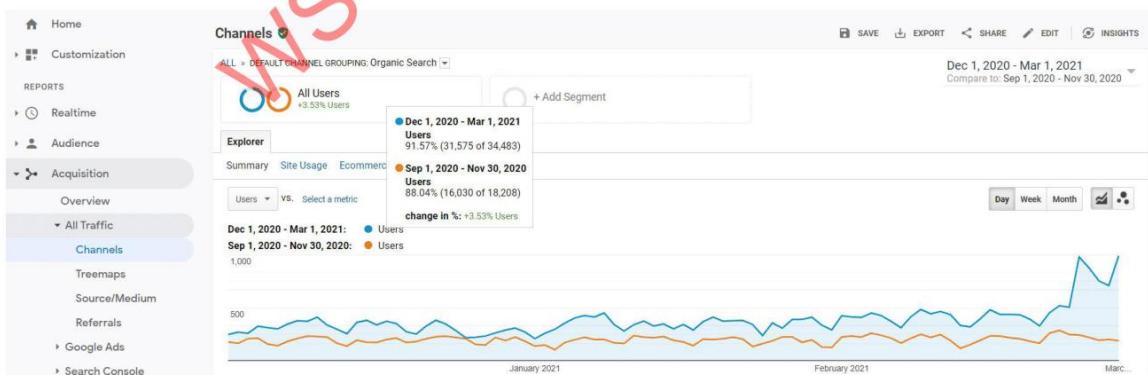
In the screenshot below, the keywords the site is ranking for have an average of 85 monthly searches and a KD of 20. This means you can optimize for keywords that meet these criteria and **you should have NO PROBLEM ranking on Google!**

This is just a guideline that you should follow - you don't have to strictly find keywords with a search volume of 85 and KD of 20. At the very least, *you know where your baseline* is as far as low-hanging fruit keywords are concerned.

Speaking of baseline, you need to set a benchmark for your site's onpage SEO performance. This applies to existing sites with years of data from Google Analytics. This is best done 3 MONTHS AFTER you've made the changes on your site for search spiders to crawl and index your pages.

Once 3 months have passed, do these:

- Log in to your Google Analytics account and click on Acquisitions > Traffic > All Channels.
- Click on Organic Search grouping so the graph only shows the organic traffic your site received in this post (**SUPER IMPORTANT**)
- Set the date range to show on the graph and check the "Compare to" box to contrast the data against the same date range.



This should give you an overview of how your site has fared after making critical onpage SEO changes. The goal is to see a **predictable upward trend in your graph** which means that you're doing everything right in terms of getting Google to crawl and index your site pages.

Also, there shouldn't be an up-and-down pattern to the graph. This could mean that your site is getting devalued due to algorithm changes.

Maybe you built bad backlinks or your content isn't as authoritative as Google initially thought. Either way, use this as an opportunity to make the necessary changes on your site.

Conclusion & Thank You

I know, that was an awful lot of technical information to process, analyze and implement with!

Hopefully now you'll have the resources to go away and start your own OnPage campaigns from start to finish.

I'd just like to thank you once again for purchasing this eBook and don't forget to check out all of my other free and paid training at CharlesFloate.Gumroad.com

If you have any questions feel free to drop me an email - me@charlesfloate.co.uk

A handwritten signature in black ink that reads "Charles Floate".

WSODOWNLOADS.IN