

How to do an On-Page SEO Analysis

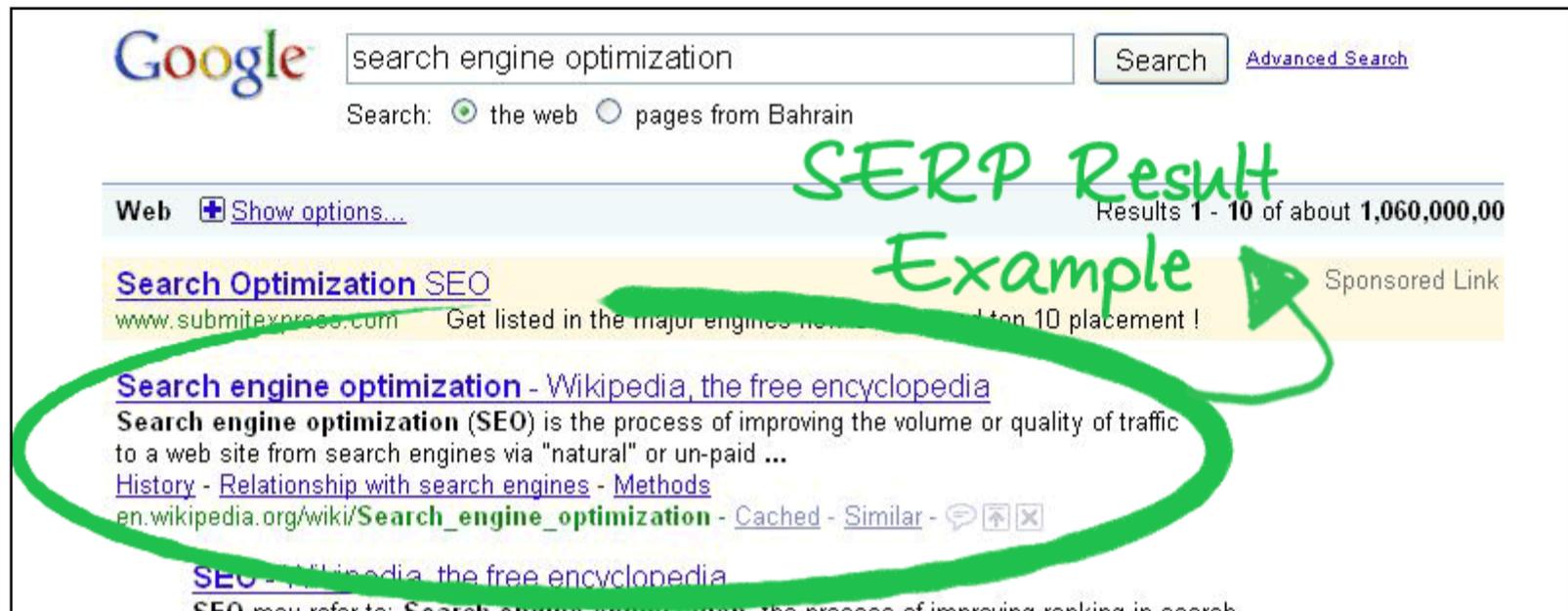


Table of Contents

- Step 1: [Keyword Research/Identification](#)
- Step 2: [Quality of Content](#)
- Step 3: [Title Tags](#)
- Step 4: [H1 Headings](#)
- Step 5: [Meta Descriptions](#)
- Step 6: [Site Performance & Broken Links](#)
- Step 7: [Crawlability & Indexing](#)
- Step 8: [SEO-Friendly URLs](#)
- Step 9: [Trustworthiness \(Off and On Page\)](#)
- Step 10: [Internal Links](#)

How to do an On-Page SEO Analysis

Does it feel like your business is going unnoticed on the web? A web page, even with the best design and interactive technology, can easily get overlooked by search engines. Being found on Google's search engine results page (SERP) is one of the most effective ways for you to improve site traffic. This eBook will help you analyze your website for search engine optimization and achieve more search traffic in 10 easy steps.



What is Search Engine Optimization (SEO)?

There are hundreds of factors in Google's latest search algorithm, making SEO an ever-changing game. SEO refers to the process of a web page gaining visibility from unpaid, or "organic," search results on search engines. Web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users.

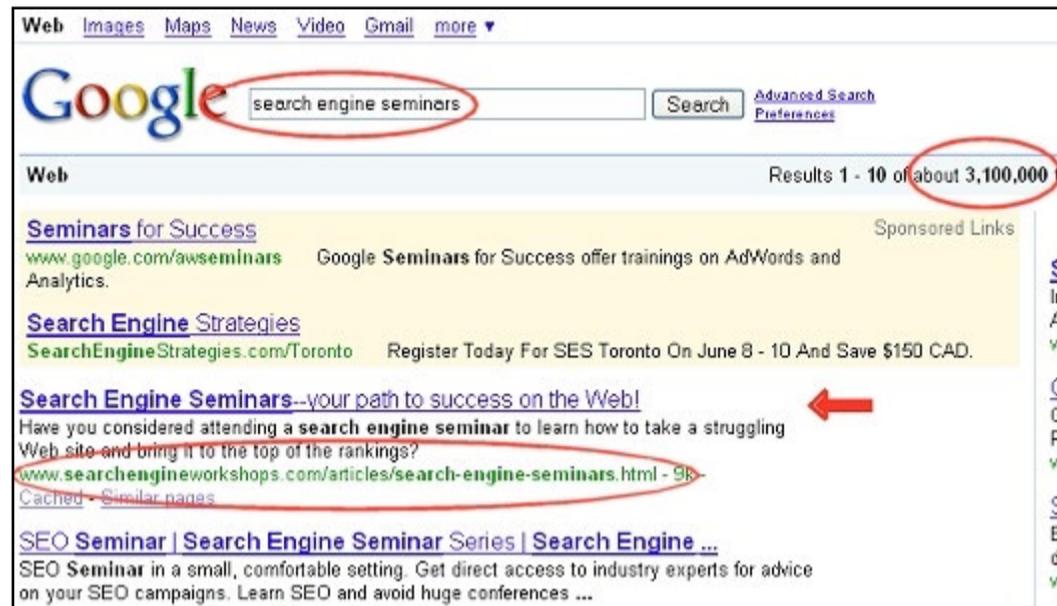
Use this checklist of things to evaluate when auditing SEO on your website:

- ✓ Meta Titles and Descriptions
- ✓ Page Layout
- ✓ Image Alt Tags
- ✓ Content to Links Ratio
- ✓ Content to HTML Ratio (use www.woorank.com)
- ✓ Heading tags: H1, H2, H3, etc.
- ✓ Above-the-fold content
- ✓ Accurate and updated information
- ✓ Broken Links

SEO is content-driven! Check out Search Engine Land's "[Periodic Table of SEO Success Factors](#)" with the content "elements" -- the very first element being about content quality.

Step 1: Keyword Research/Identification

How do search engines work? Search engines categorize web pages based on keywords in content. These keywords are important phrases or words that are relevant to the subject of the web page. People use everyday keywords to find and search for information in search engines.



How do you create a keywords list for your SEO Strategy?

The first thing to do is to come up with a list of important topics based on what you know about your business and categorize them. Once you form categories of keywords, identify keyword phrases that you think people will use to search for for your business. Next, research related terms. An easy way to do this is to go to Google.com and type in a keyword phrase. If you scroll to the bottom of the page you will see Google's suggestions for other searches related to your original search phrase. You can use Google's search terms for additional keywords/phrases. Be sure to check your list so that you have a mix of head terms (shorter and generic words) and long-tail (longer keyword phrases) keywords in each of your categories. Check the categories of words and phrases to see how your competitors are ranking. You can use this [Google AdWords Keyword Planner](#) if you need help trimming your list – but note that a Google Gmail Account is required. Be sure to reevaluate your keyword list every few months to make sure the list stays true to your brand.

Here are some tips on how to identify keywords on your web pages and incorporate them into your copy:

- Include keywords in the title of your page.
- Consider using keywords in your headers. If your page has several sections, consider using important header tags or keywords in them.
- Use keywords throughout your web pages, especially at the top of your page, but be careful not to use a keyword too many times. If keywords are overused, some search engine spiders will flag your page as spam.
- Is your content/copy relevant? For example, if a website is about soccer, a keyword phrase like "baseball camp" wouldn't be relevant.

Step 2: Quality of Content

These elements of quality content are outlined in the [Google's Webmaster Guidelines](#) and [Google's Quality Rating Guide](#).

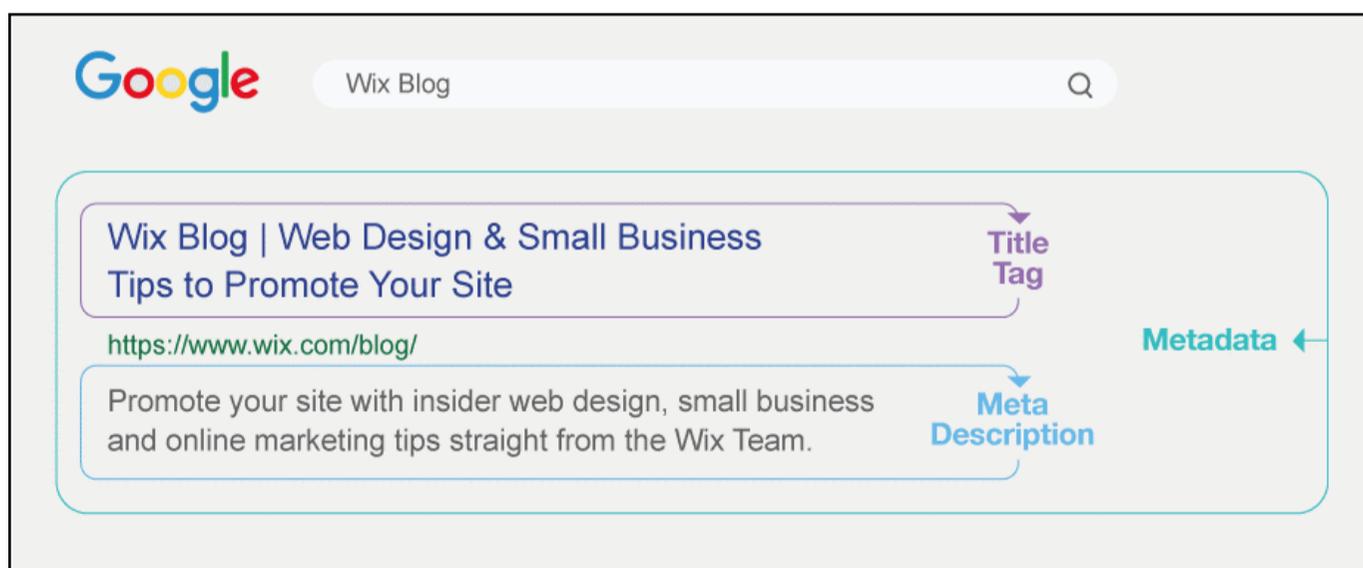
When evaluating content quality, Google looks at these factors. Here is a Quality of Content Checklist:

1. Using the appropriate amount of content
2. High-quality video, images, infographics and other media
3. Proper grammar, spelling, and coherent content
4. Using the correct page and text formatting
5. Are you achieving an appropriate readability score?
6. Is it written by someone with a level of expertise?
7. What else has the author written?
8. Does the content have Social Media shares?
9. Does it have good external links?
10. What domain is it published on?
11. Are the Comments enabled? What is the quality of the Comments?
12. Does the content provide value?

Quality content will improve organic search traffic to your site and help you build trust, credibility and authority with your audience.

Step 3: Title Tags

A [title tag](#) is a piece of HTML code used to tell search engines the “name” of your page. Because it's the first thing search engines see, the title tag is a strong signal for search bots to understand what the page is all about. The title tag is part of the metadata, along with the meta description of the page. Both elements are invisible to website, but they will show up on search engine results pages (SERP): the blue line is the meta title or title, and the short blurb of black text is the meta description. Google refers to it as a snippet.



Step 4: H1 Headings

What is an H1 tag? The H1 tag is an HTML tag that indicates a heading on a web page. Using H1 tags the right way can help improve search engine rankings. When visitors go to a website they see the H1s, which draw attention because they stand out on the page. Think of it as the primary headline for a page. The H1 generally appears as a larger font than normal text and is in bold text. Because of this, it creates a positive user experience and is an important element of SEO. Unlike the H1 tag, you may have multiple H2, H3, H4, H5, and H6 sub-headings. Think of these sub-headings as ways of organizing the content on your page for your readers more than for the search engines. These headings should also contain important keywords and help organize your content into sections so readers can scan your page and decide if it's something they're interested in reading.

An H1 in HTML tag looks like this:
`<h1> Blog Post Headline</h1>`

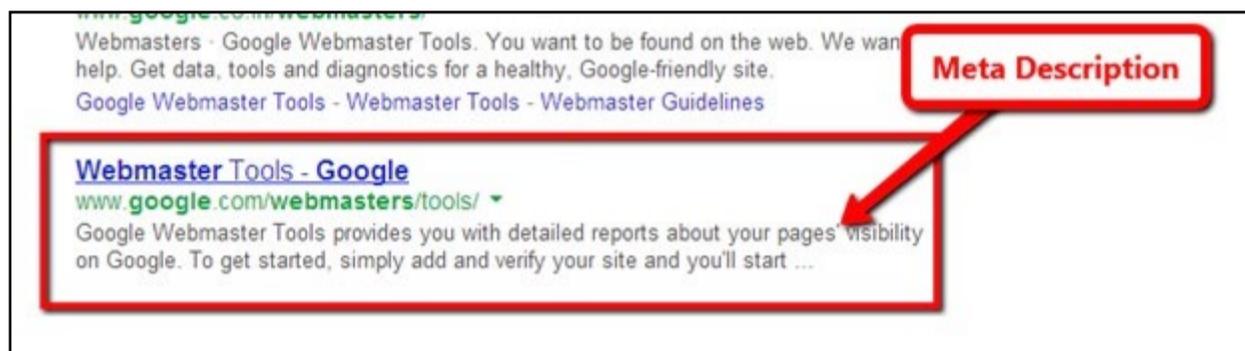
Here are [5 Tips for Creating Great H1 Tags](#):

- Have one H1 tag per page
- The H1 should describe the topic of your page
- Use H1s that provide a good user experience and match users' intent
- Don't target the same keywords in different posts
- Use a focused long-tail keyword in your H1



Step 5: Meta Descriptions

The meta description is the short bit of text placed in the HTML of a web page that describes its content. Search engines often -- but not always -- use the meta description as the search result snippet. The meta description will also often appear when people share your articles across other websites and social channels. A meta description can influence the decision of searchers as to whether they want to click through to your content. The more descriptive, attractive and relevant the description, the more likely someone will click through. Google's search algorithm does not look at the text in a meta description when making a ranking decision.



According to [Search Engine Watch](#) here are some tips on how to write a great meta description.

Meta description checklist:

- **Keywords:** Make sure your most important keywords for the web page show up in the meta description. Often search engines will highlight in **bold** where it finds the searcher's query in the snippet.
- **Write legible, readable copy:** This is essential. Keyword stuffing your meta description is bad and it doesn't help the searcher as they'll assume your result leads to a spammy website. Make sure your description reads like a normal, human-written sentence.
- **Treat the meta description as if it's an advertisement for your web page:** Make it as compelling and as relevant as possible. The description **MUST** match the content on the page, but you should also make it as appealing as possible.
- **Length:** The meta description should be no longer than about 160 characters. Google has been playing with longer snippets, but in mid-May 2018, it confirmed that it had abandoned that experiment. Any longer and search engines will chop off the end, so make sure any important keywords are nearer the beginning of the meta description.
- **Do not duplicate meta descriptions:** As with title tags, the meta descriptions should be written differently for every page.
- **Consider using rich snippets:** By using schema markup, you can add elements to the snippets to increase their appeal. For instance: star ratings, customer ratings, product information, calorie counts etc.

Step 6: Site Performance & Broken Links

Your website is the digital face for your business. It's important that visitor experience is fast, easy and appealing. Uptime is the most important indicator of a website. The longer the downtime, and how often it happens, can lead to the loss of business and reputation for your company. Do you know that over half of web traffic is mobile? A website that has been optimized for mobile, either with a responsive design or a mobile-only version, will help with SERP rankings.

The best way to tell if your website is mobile friendly, according to Google, is to run it through "[Google's mobile friendly test](#)." Another site indicator is broken links. Broken links of any kind are bad for your business. They are frustrating for visitors and can damage your reputation. They give the impression that you don't maintain your website, and it could affect your conversions if it happens on a sales page. There are tools such as [Screaming Frog](#), [SEMRush](#), [Xenu's Link Sleuth](#), or [Siteliner.com](#) to help you identify and fix broken links on your website.

Dashboard > Projects > codingdojo > Site Audit

Site Audit: codingdojo

codingdojo.com | Device: Desktop | Last update: Mon, May 22, 2017 | Pages crawled: 419/500

Overview | Issues | Crawled Pages | Statistics | Compare Crawls | Progress

TOTAL ISSUES | ERRORS | WARNINGS | NOTICES | REDIRECT CHAINS AND LOOPS

4 redirect chains and loops error | Why and how to fix it

Total Checks Failed: 4 Successful: 18 183

Page URL	Type	Chain URLs	Chain length	Discovered
Partner With Us Coding Dojo http://www.codingdojo.com/partner-with-us	Chain	3 URLs	3	22 May 2017 (17:49) [new]
Student Portfolios Coding Dojo http://www.codingdojo.com/student-projects	Chain	3 URLs	3	22 May 2017 (17:49) [new]
Coding Bootcamp Success Stories Coding Dojo http://www.codingdojo.com/success-stories	Chain	3 URLs	3	22 May 2017 (17:49) [new]
How to Teach Coding in Higher Education Coding Dojo http://www.codingdojo.com/teach-coding-in-higher-education	Chain	3 URLs	3	22 May 2017 (17:49) [new]

(301) <http://www.codingdojo.com/intro-to-web-development>
(301) <http://www.codingdojo.com/intro-to-code-workshop>
(200) <http://www.codingdojo.com/>

'Redirect chains and loops' check in SEMrush Site Audit

Step 7: Crawlability & Indexing

Search engines “crawl,” or read, websites, scanning from one web page to another. They make copies of web pages that get stored in an “index,” which is like a massive book of the world wide web. Search engine spider/bots are not intuitive, meaning if a spider can’t find content due to a broken link, etc., it’s not programmed to search for that amazing article you wrote. Make sure search engines can access your website. Here are 5 common crawlability errors, according to Small Business Search Marketing:

1. You made an error in the robots.txt file.
2. Too many variables/parameters in your URLs.
3. Session IDs in your URLs.
4. Your site suffers from code bloat.
5. Your navigation and internal linking is coded poorly.

Crawlability is often overlooked in the name of creativity and coding, but it should be considered as important to your SEO efforts as content development, link building, and any other element of the search optimization.



Step 8: SEO-Friendly URLs

Want to get an edge over your competition? Start with a SEO-friendly URL structure to get found. When it comes to your website, first impressions count. Your company's URL is often the first thing your customer and search engines will see -- and is a building block for a website's architecture. It is important to plan ahead when choosing a URL because it can be difficult to correct later. Every time you launch a web page the URL should be meaningful. To do this you will need to incorporate some keywords or descriptive phrase as to what the page is about so that people and spiders/bots can find you. Here are some example URLs to demonstrate this:

Generic example: <https://example.com/theme>

Descriptive-based example: <https://example.com/baseballcamps>

When using keywords, you should avoid repetition of words within the URL. Having the same word multiple times will cause a spammy URL structure. In addition to keywords, use minimal hyphens, hashtags, or other characters whenever possible, with the exception of sending users to a specific section of a page.

Step 9: Trustworthiness (Off and On Page)

When it comes to trustworthiness, is your website an authority? That is the overall goal. No one is certain how search engines weigh social media, reviews, links, engagement or other types of "authority" signs that vouch for your quality of content – but negative sentiment can be harmful according to how [Google assesses the authority of web pages](#).

Acceptable and [successful On-Page SEO](#) includes:

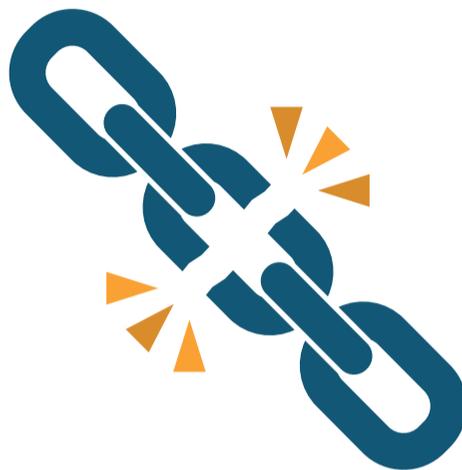
- Internal Linking
- Unique & Relevant Content
- URL Structure
- Meta Data
- Image Optimization
- Keyword Density

Top 5 On-Page SEO Tactics to Avoid, according to HigherVisibility, a marketing agency:

- Avoid hiding and selling links.
- Keywords: Do not practice keyword stuffing.
- Pages: Doorways pages will get you penalized.
- Content: Never use duplicate content.
- Delivery: Do not have one page for your visitors and another for Google (known to experts as "cloaking").

Step 10: Internal Links

Google was the first search engine to rely heavily on link analysis to improve relevancy of content. Internal linking on a website is a strategic SEO technique for content marketing. Internal links connect visitors from one page on a website to another page within the same site. There are three main reasons for internal linking; website navigation, it defines the architecture of a website, and it distributes ranking power throughout the website.



Summary

The basics of SEO have remained the same over the years. You can't go wrong with content that answers readers' questions and meets their needs. Understand the phrases people use to search for your site and create content that reflects those search patterns. Make sure your website is fast, easy to use, and doesn't have broken links.

In summary, let's list the 10 SEO points again to wrap things up:

1. **Keyword Research/Identification**
2. **Quality of Content**
3. **Title Tags**
4. **H1 Headings**
5. **Meta Descriptions**
6. **Site Performance & Broken Links**
7. **Crawlability & Indexing**
8. **SEO-Friendly URL's**
9. **Trustworthiness (Off and On Page)**
10. **Links**

If you have questions about optimizing your website for search or would like expert help, contact Dream Local Digital. We offer a full suite of search-optimization services that can help attract customers to your website.

<https://www.dreamlocal.com>