

SEO
Unlocked

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10 POINTS TO A FULLY OPTIMIZED WEB PAGE

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

10 POINTS TO A FULLY OPTIMIZED WEB PAGE

Directions: After going through this lesson, utilize the checklist below to ensure that you hit each of the main points.

#1: TITLES

Make sure you add **Keyword** close to the start of the title as it draws better weight with Google.

Add modifiers such as **'Buy'**, **'Guide'**, **'Review'**, **'Online'**, **'Offers'** and **'Cheap'** because it increases visibility for long tail keywords.

#2: HEADLINES

Make sure you follow this formula when possible:

*Number or Trigger Word + Adjective + **Keyword** + Promise*

Hints & Tricks:

- > Short and Sweet - 6 Words
- > Use Numbers
- > Use Interesting Adjectives
- > Try Negative Words - 'No', 'Without' or 'Stop'
- > Match the Content

#3: FIRST 100 WORDS

Make sure you include your **Keyword** within the first 100 words of your article.

#4: INTERNAL LINKS

Use **Keyword** driven internal links to add relevance to other articles that back up the content for your readers and show the importance to Google.

Hints & Tricks:

- > Make sure your anchor text is natural - the idea is the link should be super relevant
- > Link deep within your site to pages that need a boost
- > Aim for around 3 to 4 internal links per 1500 words

#5: EXTERNAL LINKS

Ensure you use external links to build trust between both you and your reader as well as the search engines.

Hints & Tricks:

- > Consider the trustworthiness of the linking domain
- > The popularity of the linking page
- > The relevancy of the content between the source page and the target page

#6: URL STRUCTURE

Keep your URLs short, and add medium tail **Keywords** within 3 - 5 words of the length.

- > Length - the first 3-5 words carry the most weight
- > Dates - don't use them; they hurt your ranking
- > Security - ensure your website is secure (https)
- > Special Characters - use hyphens (not underscores) and lowercase text

#7: READABILITY

Ensure you follow these concepts ...

- ✓ Use short sentences of 3- 4 lines
- ✓ Write in an active voice
- ✓ Use images every 75-100 words
- ✓ Pick images that support content
- ✓ Include call to actions
- ✓ Consider the dimensions for social channels

Hints & Tricks:

- > Images - Utilizing Alt Tags will help make your site more accessible as well as increase your site's relevance.
- > Subheadings - Utilize H1, H2 and H3 headings to separate important content and to make certain content stand out.
- > Call to Action (CTA) - Always keep in the mind the purpose of a specific page and use the purpose to create a CTA.
- > Lists & Quotes - This gives the reader content that is easily scannable.

#8: VIDEO

Add a video to help increase time on site as users love videos.

Why utilize video?

- ✓ Videos help engagement - user's sessions will be longer.
- ✓ Videos are becoming ever more popular on websites.

- ✓ Google owns YouTube - when Google finds that you have a YouTube account, you will start to rank higher.
- ✓ Sharing stories build trust - this will bring repeat users to your website.

#9: LSI: LATENT SEMANTIC INDEXING

Add search related words or semantic versions of words to the content around 3 - 4 times.

This will help Google understand your topic better.

Google chooses bold related words in their algorithm searches for relevancy.

#10: SOCIAL SHARING

Add sharing bars from BuzzSumo and/or HelloBar to encourage users to share your content on social media. Search engines will rank your page higher if it gets more shares, because they will assume that it is valuable content.

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