Module 2:
On-Page SEO

Make your web pages include these:

• **Natural mention of your keyword phrases (no keyword stuffing)**

• **Web pages are keyworded for 1 keyword phrase! (BIG CHANGE)**

• **Web pages that users stay engaged with for several minutes**

Remember: Your keyword phrase is typically your city, followed by your service. You should have a page for each city and service you are trying to rank. Example, "Atlanta Carpet Cleaning."

CAUTION! AVOID THESE KEYWORD MISTAKES:
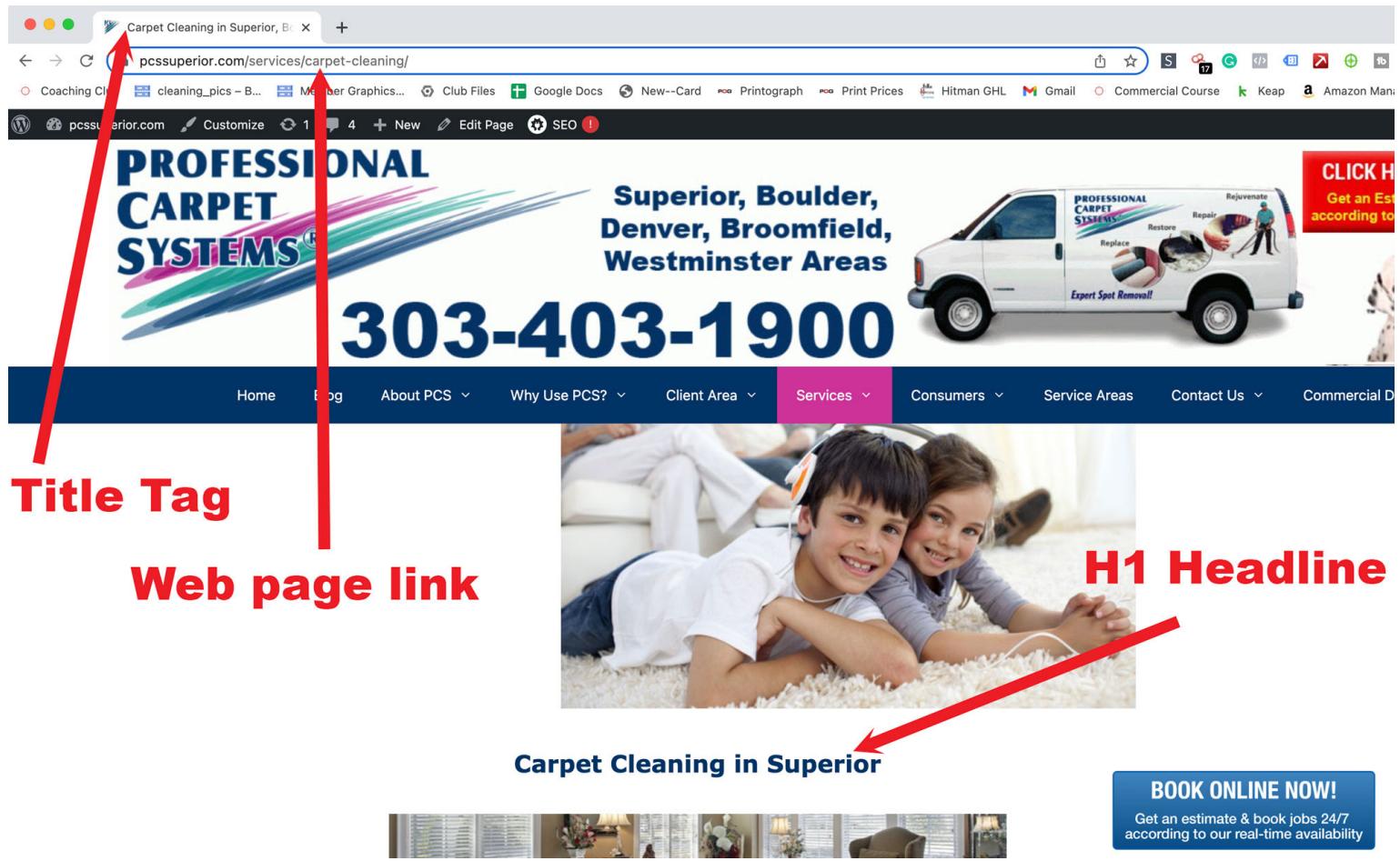
Do NOT overstuff or over-use keywords.

Do NOT use the same exact keyword phrase on more than one page.

Do NOT put more than 1 keyword phrase in title tag or description.

Do NOT SEO more than 1 keyword phrase on any single page.

Do NOT target more than 1 cities on any single page.

DO NOT put keywords in places that look awkward.

Title Tag

Web page link

H1 Headline

Carpet Cleaning in Superior

What do you put on your home page?

On your homepage, use the keywords associated with your Google My Business listing and your primary service. We'll go over this a bit more in the Google my business module.

Your Title tag, page link, and headline should include your exact keyword phrase. Put a small variation in at least one of those. Also, include 4 - 8 variations of your keyword phrase in the text, H2 sub-headlines, and body copy.

On-Page SEO Recommendations:

1. Does the page look good? No grammar errors, images crisp, etc.

2. Keywords in the page name. Make the actual page link something related to your keywords. For example, Yourdomain.com/carpet-cleaning

3. Title tags, H1 headlines, H2, and description tags. Use variations of keywords. Don't have more than ONE page with the exact keywords.

4. Target up to 1 city on each, single page. For example, a carpet cleaning company in Atlanta would have a page for "Atlanta Carpet Cleaning", another for "Atlanta Pet Stain Removal", another for "Atlanta Steam Cleaning", and another for other services like "Atlanta Upholstery Cleaning." If you want to do more cities, create additional pages with unique text on each page.

5. Keywords in pictures. Use ALT keyword tags in pictures. Use keywords in the picture file name.

6. Include an "About Us" and "Contact" page.

7. Speed is important! Check speed at **https://gtmetrix.com**

8. SSL Security (https) is important! Use the Really Simple SSL Plug-in.

9. SEO Plug-ins recommended. Yoast or All-in-one SEO.

10. No duplicate or "borrowed" text. Use **www.Copyscape.com** to check.

11. Few duplicate or "borrowed" pictures. Use **https://tineye.com**

12. Have enough words for "meat" of a web page. 400 words or more of text on each page is ideal. More is better.

13. Include at least 5 pages minimun. In more competitive areas, more pages. Use at least as many pages as your biggest competitor.

14. At least two unique images or edited stock images on each page.

15. Search Engine Visibility. Check that your site is able to be seen. See your Robots.txt file or Wordpress site under Settings -> Reading. Check your Robots.txt file with Google at
https://support.google.com/webmasters/answer/6062598

16. www vs non www. Both should go to same place. Try it.

17. No broken links. Manually check or use Broken Link Checker plug-in. Or use this tool https://ahrefs.com/broken-link-checker

18. Mobile friendly. Do the Google Mobile friendly test on their test.
https://search.google.com/test/mobile-friendly

19. Check your site appearance for mobile. **https://ready.mobi**

20. Google webmaster or Search Consolde tools for click rates, stats, andissues. View regularly. **https://www.google.com/webmasters**

21. Sitemap. Yoast Wordpress plug-in or Google sitemap generator.

22. Make your pages easy to share. Applause rate is your total of social shares from your site. Plug-ins Grow by Mediavine, Social Warefare or Jetpack. WARNING: These can bog your site load time down.

23. GEO tags. Take images with your smart phone while you are in the city you want to tag. Use this **https://tool.geoimgr.com**

24. Schema mark-up. Add this to your HTML of your address and phone. See https://schema.org/LocalBusiness Test your schema at **https://search.google.com/structured-data/testing-tool**

25. Cross link your pages. Make sure to link to the other pages on your website. Also, link them with keyworded anchor text.

26. Silo your pages. Create a page for each of your services. Create a page for each of the important cities you serve too. Link these pages together.

27. Consider a Cache Plugin. These can speed your Wordpress site up. Ask your hosting company if you need one. WP Super Cache, WP Rocket, W3 Total Cache. It may not work with some themes.

28. Link out to other related authority pages on your site. Link out to at least a couple of important, highly regarded websites related to your keyword. Example, IICRC, EPA, Cleanfax, etc.

Schema for Address & Phone

```
<div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">

<span itemprop="name">Cleaning Pros of USA</span><br>

 <span itemprop="streetAddress"><strong>7777 Main Ave</strong>

</span><br> <span itemprop="addressLocality">Frontierland</span>,

 <span itemprop="addressRegion">CO</span><span itemprop="postalCode">88888</span> <br><br>

<span itemprop="telephone"><a href="tel:300-403-1000">(300) 403-1000</a></span></div>
```