

PERFECT

ON-PAGE SEO

WWW.HUMANPROOFDESIGNS.COM



HumanProofDesigns Presents:

Perfect On-Page SEO

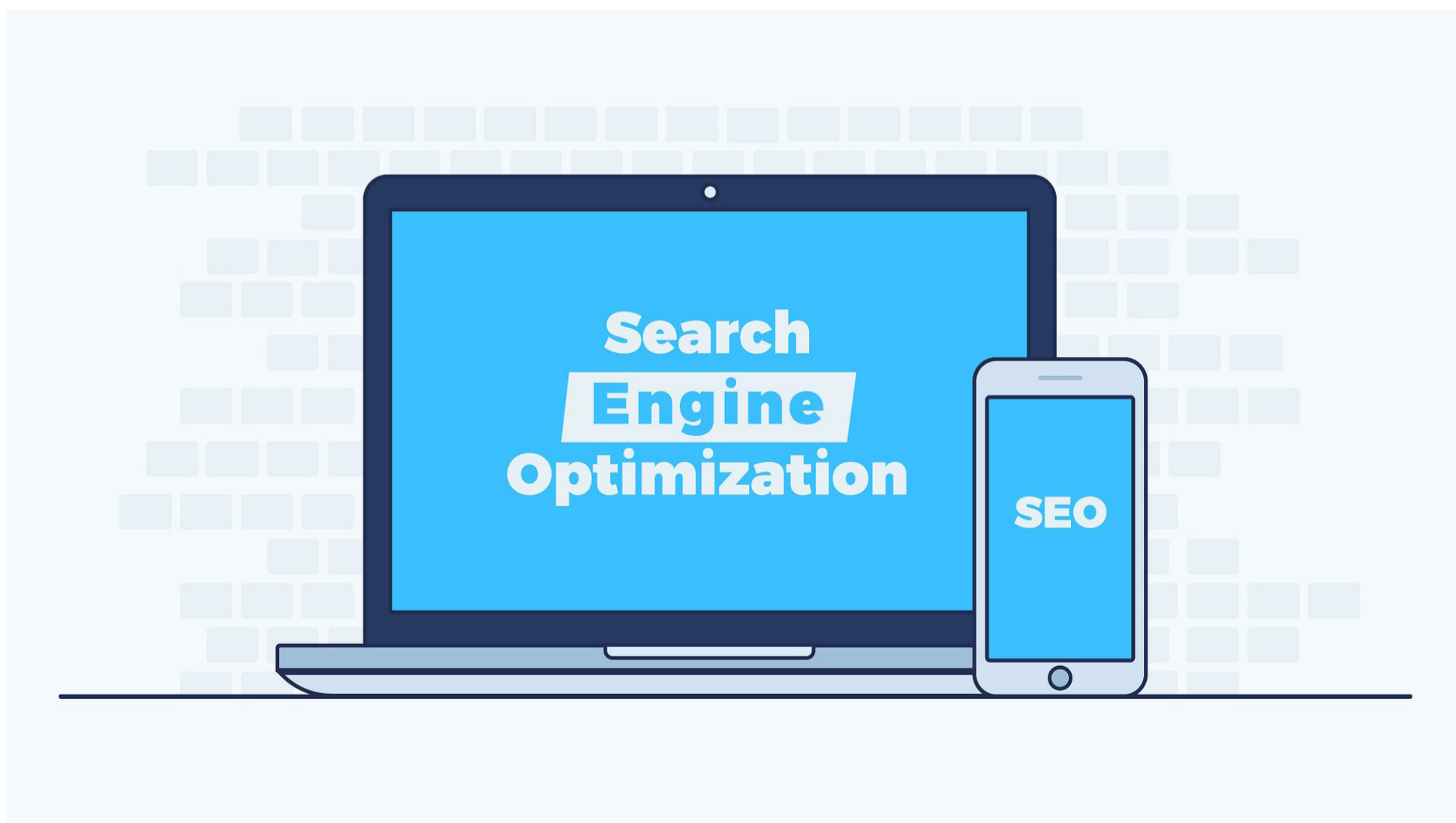
On-Page SEO is the foundation with which backlinks and other off-page SEO strategies reach their highest potential.

The better your on-page, the less links you'll need to rank for your target keywords, and vice-versa.

I've created **the ultimate checklist for On-Page SEO** for you, so every time you publish, you can make sure your content has the highest chances to rank, not just for your target keyword, but for a lot of related keywords.

To make your SEO efforts smarter, we recommend you aim to get at least points 1 to 5 in place, then start incorporating the next ones once you see your article ranking. This is perfect optimization, but in different niches you'll want to be less optimized than others, so start out by aiming for 70-80% of this.

Sometimes your articles never rank as you'd like them to, so testing waters with basic On-Page SEO before deploying a lot into an article is a smart strategy.



Here's your Checklist:

Perfect On-Page SEO Checklist

1. Focus Keyword in Title Tag
2. Focus Keyword in Image Alt (1st image)
3. Focus Keyword in URL
4. Focus Keyword in first 100 words
5. Focus Keyword in last 100 words
6. Focus Keyword 1-2 times more inside the content.
7. 5+ LSI Keywords in H2, H3, H4
8. 5+ LSI Keywords in Alt Tags (2nd image and further)
9. Long Form Content (800+ words)
10. One topic-related video in-content (boosts dwell time)
11. Internal Links (same category)
12. Outbound Links (To authorities in the market, non-competitors, non-broad sites)
13. Modifiers on title tag (Year, Reviews)
14. Meta description contains Focus KW + LSI keywords

So I want to walk you through each point to make them clear so you know what they mean.

1. Focus Keyword in Title Tag

This means the main keyword you're trying to rank for has to be contained inside the title tags for your article: <H1> this is your focus keyword right here</H1>

2. Focus Keyword in Image Alt (1st image)

Images have an alt attribute. Google can't read images so you have to tell google what the image is about. For your 1st image in the article, you want to give it the focus keyword as alt tag. But **don't use it on every image** or you will over-optimize the page.

3. Focus Keyword in URL

The slug for your page must contain the focus keyword. Example <http://yourwebsite.com/your-focus-keyword>

4. Focus Keyword in first 100 words

Drop your keyword in your article's introduction so that the topic is clear immediately.

5. Focus Keyword in last 100 words

Then you want to end your article with a wrap up, conclusions or some sort of summary. This is the perfect spot to drop your focus keyword once again as it is the main topic of the article.

6. Focus Keyword 1-2 times more inside the content.

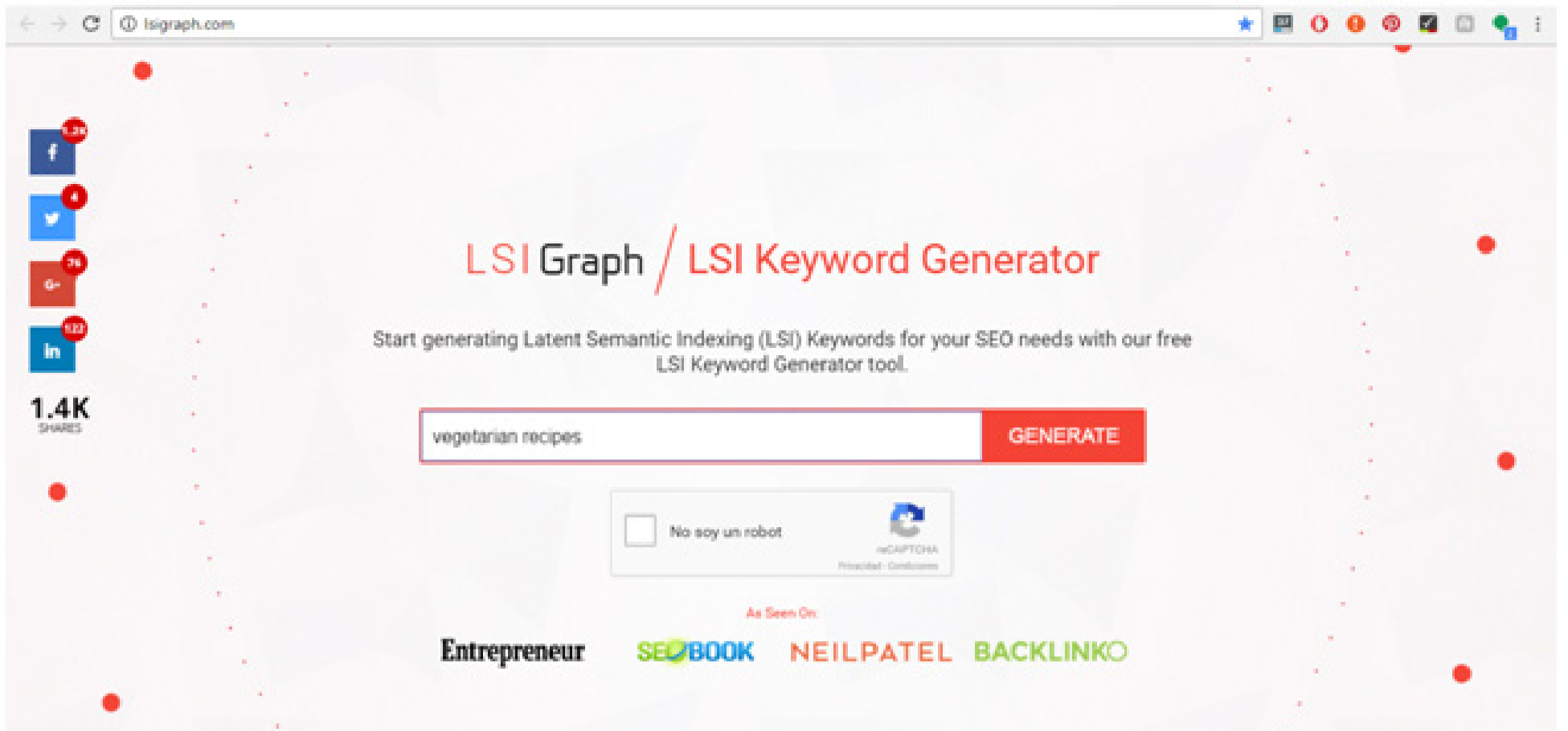
Whilst you are covering the ins and outs of your topic, you'll naturally mention the focus keyword at least a couple of times. This keeps relevance for the keyword high. But DON'T stuff the text with repetitions of the keyword or you will over-optimize the page, it will read unnaturally and overall make you look spammy.

7. 5+ LSI Keywords in H2, H3, H4

We start digging into where most people don't. LSI stands for Latent Semantic Index and it's a terminology google uses to say "this concept (keyword) and this other concept, are closely related"

To give you an example of this, let's say we're talking about vegetarian recipes.

We'd go to <http://lsigraph.com/>, input "vegetarian recipes" and click "generate"



And it will automatically give us a lot of suggestions of things people are actually searching for, that have to do with vegetarian recipes.



We can use these keywords in our text, but more importantly, we can use them as sections of our article, and it's also an almost never ending source of ideas for new articles.

So for an article about "vegetarian recipes" we could have a section (which is divided by <H2> tags) about "vegetarian meals for beginners" and a sub-section (<H3> and beyond) about "vegetarian appetizers finger food"

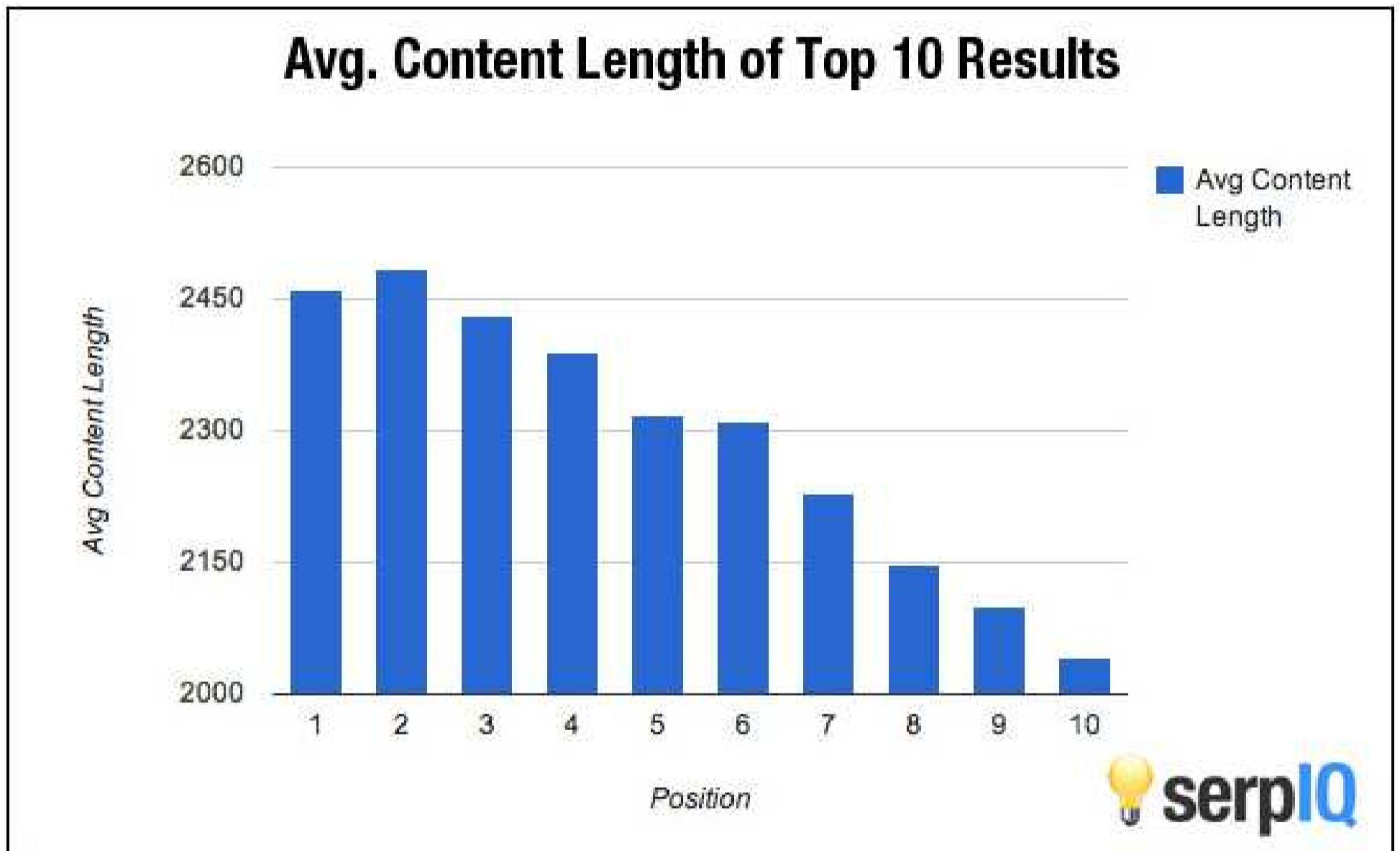
In this way, we're using plenty of LSI keywords inside our text, h2, h3, h4 tags and overall increasing the topical relevance for "vegetarian recipes" a lot.

8. 5+ LSI Keywords in Alt Tags (2nd image and further)

You should use plenty of images. They make your article more appealing and easier to consume. And for each image, you need alt attributes, so why not using LSI keywords that are relevant to the content?

9. Long Form Content (800+ words)

Google loves long content. Check this out.



This graph shows how long content tends to rank better in google. You want your articles to be at least 800 words long.

10. One topic-related video inside your content (boosts dwell time)

Images and video are great for the user experience, they are easier to consume and, video specially, increases the amount of time a visitor spends on the site.

Try always to find a niche-relevant video that's not made by some of your competitors and embed it in your site in a place where it makes sense.

11. Internal Links (same category)

You want to link internally to other articles inside your website that are relevant to that specific article. So if you are writing about “vegetarian side dishes” you could and would naturally link to a “vegetarian soups” article of yours.

This helps twofold. It helps the user to consume more relevant content and spend more time inside your site (hence increasing the chances of clicking in your affiliate links) and it sends a positive SEO signal to Google.

12. Outbound Links (To authorities in the market, non-competitors, non-broad sites)

Real websites link to other sites that talk about the same stuff they do. Your website is very real and should look like it is, so make sure you link to some authorities inside your market, but not to competitors.

An example about this would be (keeping with the vegetarian recipes website example) if you link to a website about desserts that has a section about egg-free desserts so you could link to that, still be relevant (it’s vegetarian), but don’t link to competitors.

And don’t link to wikipedia. Every SEO does that. You want to scream “I’m LEGIT” to Google, not “I’m trying hard to rank!” ;)

13. Modifiers on title tag (Year, Reviews)

This is a great way to rank for additional keywords. So if your article is about “best vegetarian cookbooks” you could name it “best vegetarian cookbooks 2017” or “best vegetarian cookbooks reviews” to rank for additional variations of your focus keyword.

14. Meta description contains Focus KW + LSI keywords

The meta description box is what appears in Google search results underneath the title and URL:

11 Favorite Vegetarian Cookbooks - Cookie and Kate

cookieandkate.com/2015/11-favorite-vegetarian-cookbooks/ ▼

Apr 10, 2015 - Find my go-to vegetarian cookbooks here. You'll find ... I have the best job in the world —this food blogging gig—but that doesn't mean it's easy.

In this result we see “Find my go-to vegetarian cookbooks here...”

If we can make our focus keyword appear there, together with other LSI keywords, this will give us an additional little boost in visibility (see how the keyword “vegetarian cookbooks” is bolded) and rankings

As you see, there’s a lot we can do to optimize a page not just for one keyword, but for loads of them.

It is very important to make sure that at least the basics of on-page are in place, so that our efforts in link building later on have the highest impact.

If you want to have an even deeper understanding of SEO for niche sites, check my [Amazon Video Course](#) in which I’ll teach you this crucial aspect and everything else you need to know to build your first successful amazon affiliate site (such as niche research, which domain to pick, how to write your content and how to build backlinks) for just \$7.

So make sure to get my [Amazon Video Course here](#) before I get back to my senses and bring its price back to normal (\$47).