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On-Page SEO: How To Implement On Page Search Engine Optimization To Achieve The Best Search Engine Results

White Paper

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Introduction

This white paper entitled *On-Page SEO: How To Implement On Page Search Engine Optimization To Achieve The Best Search Engine Results* presents an all-encompassing look **at on page search engine optimization**--the art and science of structuring your web pages so that they have the greatest chances of appearing naturally in the search engine results.

This white paper is designed for two audiences: those new to search engine optimization and those experienced with SEO who are looking to refresh their on-page optimization skills.

In this white paper, we will provide an overview of on page search engine optimization and present all of the on-page SEO factors which you should implement to increase your chances of ranking high in the search engines. To substantiate each point, we will present examples of solid on-page optimization, point you to tools that you can use to quickly analyze your pages, and provide an on page SEO check-list for you to use.

SEO: On-Page and Off-Page

Before delving into On-Page SEO (also called OPSEO), let's make sure that we know where it fits in the larger concept of search engine optimization.

Search Engine Optimization is comprised of two components: on-page and off-page optimization.

On-page SEO can be learned once and implemented on all of your web pages. In this white paper, we will teach you all of the skills that you need to implement solid on-page SEO.

Off-page SEO involves continual promotion of your website and web pages. After learning the basics of on-page SEO, the bulk of your SEO efforts will be focused on off-page SEO. If you do not want to pay thousands of dollars in consulting fees, [The SEO System](#) is your best solution for off-page SEO.

While on-page SEO involves activities that you perform when creating the actual webpage, off-page SEO involves promoting the content that you have created through the gradual generation of inbound-links as depicted in the photo below:



On-Page SEO: Your First Step

Your first, and perhaps most important step, in successful on-page SEO involves answering this question: “What keywords do I want to optimize this page for?”.

On-Page SEO: Your First Misstep

Before going any further with this concept, let me tell you the first mistake that individuals and companies often make: *they optimize for the wrong keywords*.

Let us take a hypothetical situation. A gentlemen by the name of Bob McMahon is starting an office security consulting firm in St. Louis. The name of the firm will be McMahon Security Consulting. The biggest mistake that Bob makes is to spend all of his time optimizing for the term “McMahon Security Consulting”.

Why is that a problem? Well, of course Bob wants to be in the top spot for the search term “McMahon Security Consulting” so people will be able to find his website. So, what’s the problem? The problem is that nobody searches for the term McMahon Security Consulting.

On-Page SEO: The First Key To Search Engine Traffic

You have to create web pages that are optimized for terms that people actually use when searching.

How do you find words and phrases for which people are searching? You use a healthy blend of common sense and technology.

In Bob’s case, we might use our common sense to conclude that Bob should optimize for terms such as “office security, office security St. Louis, business security, security consulting St. Louis, security for my office, employee security, office camera security, protect my office, etc.”.

Was our common sense, our intuition, correct?

After accumulating what we think might be common search phrases, we want to use technology to verify and augment our ideas. There are technologies out there that accumulate data on “search terms”.

Two such technologies that we recommend are WordTracker ([get a free 7 day trial](#)) and the [Google Keyword Tool](#) from Google Adwords. A combination of these two tools will help you narrow down keywords and phrases related to your product or service for which people are actually searching.

For assistance in these matters, The SEO System features a [three hour consulting](#) session to help you choose your keywords. Please visit our contact page to request a meeting.

On-Page SEO: A View From Above

Before we get into the nuts and bolts of how to optimize your web pages and what, if any, changes to implement, let us take a view from above.

Presumably, you now know the value of choosing keywords. Again, to gain web traffic from web searchers, you *must* have web pages containing the keywords and phrases that you identified in the previous step.

In this section, I am going to present you with a high-level example of how this works.

On-Page SEO: “Framing the Discussion”

Next to me, on my desk, I have a slightly older digital picture frame containing photos of my family and my life. I love this digital picture frame as it reminds all day of what is important. However, lately, it has been acting up and it is time to get a new one before this one disintegrates before my eyes.

So, how do I know what is the best digital picture frame? I, like many other web searchers, go to Google and type in this:



digital picture frame reviews

Google Search

I'm Feeling Lucky

After typing in my query, here are the top 7 results returned (excluding the ads):

[Digital Photo Frames - CNET Reviews](#)  

[reviews.cnet.com/digital-picture-frames/](#) - Cached

Come to CNET Reviews for **digital photo frame reviews**, CNET editors' ratings, user reviews, and prices on digital photo frames. Find the digital photo frame ...

[Sony Digital Photo Frames - Kodak Digital Photo Frames](#)

[How to Buy a Digital Photo Frame | Roundup | PCMag.com](#)  


[www.pcmag.com/article2/0,2817,2300977,00.asp](#) - Cached

Follow these five simple rules to find a **digital photo frame** that delivers sharp ... Always make sure to check performance by reading **reviews** before you buy. ...

[Digital Picture Frame Reviews](#)  

[digital-picture-frame-reviews.com/](#) - Cached

Find which **digital picture frames** received the best **reviews!**

[Digital Photo Frame Review 2011 | Best Digital Picture Frame ...](#) 

[digital-photo-frame-review.toptenreviews.com/](#) - Cached

Compare best **digital photo frames** and **digital picture frames** from TopTenREVIEW side-by-side comparisons to choose from Sony, Kodak, Samsung, ...

[Digital Photo Frames - Product Reviews | ZDNet](#)  

[www.zdnet.com/reviews/filter/digital-photo-frames?categoryId...](#) - Cached

Find unbiased **reviews** for **Digital Photo Frames** at ZDNet **Reviews**. Select and compare various **Digital Photo Frames** features and prices from authorized ZDNet ...

[Digital Picture Frame Review | Best Digital Photo Frame](#)  

[www.consumersearch.com/digital-picture-frames](#) - Cached

For showing off your favorite snapshots, **digital photo frames** can be a good choice, if you say. The latest **reviews** we looked at revealed that wireless frames, ...

[Best Buy - Digital Photo Frames customer reviews - product reviews .](#)

[reviews.bestbuy.com](#) > ... > Cameras & Camcorders Reviews - Cached

Best Buy product **reviews** and customer ratings for **Digital Photo Frames**. Read and compare experiences customers have had with **Digital Photo Frames** ...

Take a good hard look at all of these search results. Do you notice anything in particular?

Every search result contains the search phrase, in this case “digital picture frame reviews”, in many places.

On-Page SEO: Two Pictures Worth Two Thousand Words?

As an intro to the nuts and bolts of on-page SEO, let us take a look at two of the results above. The first one that we are going to look at is the top result, the one from CNET, as depicted below:

Digital Photo Frames - CNET Reviews ← **Keywords in Title**
reviews.cnet.com/digital-picture-frames/ - Cache ← **Keywords in URL**
 Come to CNET Reviews for **digital photo frame reviews**, CNET editors' ratings, user reviews, and prices on digital photo frames. ← **Keywords in Description**

As you can see in the photo above, this page uses all of the keywords from our search in many places: the title of the page, the URL of the page, and the description of the page.

Is the general idea of on-page SEO beginning to take shape? When you want your web pages to have high search engine results, you must have the words and phrases that people use when searching included in many strategic places on your web page.

Now, let's take a look at the third Google result, what I'll call the manipulative result. Take a look at the photo below:

Digital Picture Frame Reviews ✓ ← **Exact Keywords in Title**
digital-picture-frame-reviews.com/ - Cached ← **Exact Keywords in URL**
 Find which **digital picture frames** received the best reviews! ← **Exact Keywords in Description**

Why did I use the term *manipulative*? Well, this website solely exists to capture (or manipulate?) the search term “digital picture frame reviews” and it does a very good job at that. Take a look at the URL of the website. This URL was chosen specifically to capture the web traffic from people who type “digital picture frame reviews” in Google and other search engines because keywords in the URL are very important.

Why does the CNET result outrank this other result? CNET is a beautiful creature in the eyes of Google with lots of authority (called Google Pagerank) and tends to place very well. The particular page in question has a Google pagerank of 4.

However, the second result does very well because it has great on-page SEO and has built some inbound links, which is best achieved with a system such as [The SEO System](#).

Now, it's time to get specific and find out just what these web pages did to get to the top! Are you ready?

On-Page SEO: The Nuts and Bolts

Now that we have a solid idea of the big picture, we are going to take a look at how you can implement great on-page search engine optimization on all of your pages.

As we go through the specifics of great on-page SEO, we will look at the most important components of on-page SEO first and then move down the list to the least important. We will also talk about excessive on-page SEO and let you know what may get in trouble in the eyes of the search engines.

So, let's get started.

The Title Tag

The title tag is one of the most important components of on-page SEO. It represents the title of your web page and tells the search engines the topic of your web page.

In fact, the title of your web page is *usually* exactly what shows up in the search engine results as you saw in the above graphics. What does this mean? **It means that searchers will be clicking this text!**

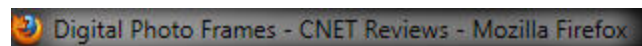
You do not have to make the title match the keyword you have identified exactly but you always want the keywords you have chosen within the title of your web page. In our picture frame example, we can see that the CNET example title *contains* the keywords while the other example, the *manipulative* one, uses the keywords *exactly*.

Google is trying to clamp down on those who *over-SEO* pages so you may want to proceed with caution if you use the exact search terms in the title.

Also, since users will see the title of the web page in the search results, you may want to make it more compelling than just the search keyword or phrase. For example, would you be more likely to click on "Digital Picture Frame Reviews" or "The Best Digital Picture Frame Reviews Written Just For You!!!"?

Viewing The Title Tag

The title of a web page always appears in your browser at the very top. In the graphic below, we see the title of the CNET document using the Firefox browser.



However, to see the title tag and other important SEO elements, it is best to view source on the web page. To do so, within Firefox, choose View | Page Source. On the CNET page, we see the title element of the web page as follows:

```
<title>Digital Photo Frames - CNET Reviews</title>
```

Be sure to get familiar with this type of page view as we will use it to view many on-page SEO elements.

The Title Tag: Creativity Can Be Your Enemy!

Being one of the most important components for on-page SEO, you would think that creativity would be important with the Title tag. It is not.

Creativity and SEO are often oil and water—they just don't blend.

Let's take a look at a simple example of this concept. This year the movie *The King's Speech* won the Oscar. Now, let's say that you viewed the movie and wrote a review with a clever title called: "The King Can't Speak But He Sure Can Act". I love this title. But search engines do not!

You see, people are searching Google and other search engines for terms such as "King's Speech Review" or "Review of the movie King's Speech".

Do you see the problem? The title of the article did not have the words "Speech" or "Movie" or "Review" in it. The result? You may have written a great article but it never appeared in the search engine results for people who wanted to know about *The King's Speech*. Sure, your article may appear in the search engines for a search on *The King Can't Speak But He Sure Can Act* but nobody is searching for that term. Thus, your creatively titled article received no visits.

Title Tag: Summary

The title tag is one of the most vital on-page SEO components.

You want to have your keyword or phrase used within the title of your web page. It does not have to be the exact keyword or phrase, but you certainly want all of the words included in the title.

As we saw, your title tag is generally what appears in the search results. It is what people will click on. Thus, while including your keywords or phrases, you may also want to make your title "compellingly clickable!".

And, if you want to get creative with your title, make sure it has the keywords or phrases. Because, if it doesn't, it will be visited less frequently than an ice cream store in the middle of winter.

The URL: Keywords in the URL

For those new to SEO, URL stands for Uniform Resource Locator. It's a complicated sounding term for something that you have seen thousands of times. The URL is simply the web address, or <http://yourdomain.com/yourdocument.html>.

Why is the URL important? Because you want to have the keywords in your URL.

Let me give you an example. It is about lunch hour and I am in the mood for some homemade chicken noodle soup, but I have forgotten how to make it. So, I am going to Google and typing in "how to make chicken noodle soup".

And, look at the result!!!

[How To Make Chicken Noodle Soup > Start Cooking](http://startcooking.com/blog/343/How-To-Make-Chicken-Noodle-Soup) 
startcooking.com/blog/343/How-To-Make-Chicken-Noodle-Soup

Making your own chicken noodle soup from scratch is easy; just follow these quick and simple steps. In no time, you'll know **how to make chicken noodle soup!**

The exact phrase is in the URL for the first entry. (It's also in the title and description).

How to Get Your Keywords in Your URL

We all publish our webpages in different ways.

Some folks still publish pages manually. If this is the case, you would name and save your page with your keywords.

For those of you who use a CMS (*Content Management System* such as WordPress), your pages will be named automatically. For instance, with WordPress, you want to override the default settings and make sure that you have implemented “permalinks” in your WordPress environment.

Whatever system that you use to publish, the most important thing is to have the keywords or phrases show up in your URL.

On-Page SEO: The Description

Another location where you want to include your keywords and phrases is in the *description* of your webpage. This is what is called a meta-tag and it typically shows up in the Google search results as you see once again in the photo below:



If we view the source of this web page, here is what the actual HTML code looks like:

```
<meta name="description" content="Come to CNET Reviews for digital photo frame reviews, CNET editors' ratings, user reviews, and prices on digital photo frames. Find the digital photo frame that's right for you." />
```

Notice how this information mirrors exactly what we see in the search results.

Though most meta-tag data like “keywords” no longer factor much into search rankings, the *meta description* tag is still very important.

Thus, for solid on-page SEO, ensure that you give a good description of your web page and use your keywords and phrases in this description!

On Page SEO: The Importance of Heading Tags

Heading tags are an extremely important component of SEO and, apart from the name “heading tags”, they are fairly easy to understand.

Documents, such as this one, are broken down into a table of contents. Each separate section and/or sub-topic is given its own title—this is a heading. The text is often larger and in bold print.

Google and other search engines love it when use heading tags in your webpages, especially if you use some or all of your keywords in your headings.

I noticed a web page in the earlier section about *picture frames* that uses headings very well. Take a look at the photo of the web page below:

Read Digital Picture Frame Reviews To Find The Right Photo Frame Quickly

There are hundreds of digital photo frame models. For each model you can find pages of *digital picture frame reviews* provided by customers who already own it. Each review gives real-life feedback on experiences with the product, both good and bad. Reading a digital photo frame review can be extremely helpful getting a sense of available features, and which ones are important to you. That's the good news.

The bad news is that if you're buying a gift, pressed for time, or pouring through a digital photo frames reviews for the first time, it's too easy to get overwhelmed by all the information. There are thousands to plod through before you get a sense of the features that are right for your purposes.

Find The Best Digital Photo Frame Without Reading 1,000 Digital Picture Frame Reviews

At the end of the day you're not likely to buy 100 digital picture frames. If you've done this before you already know the majority of digital picture frames are lacking either features or quality. There are only a handful that are good enough to get great reviews, consistently, from those who own them.

One of the best shortcuts you can take is to simply ignore a digital photo frame review that doesn't provoke good customer feedback. How do you do that without first reading about them?

Digital Picture Frame Reviews speeds up the process. We've read all the digital picture frame reviews. We don't clutter up this website with frames you're not likely to be happy with. Only those few that consistently get majority positive customer feedback are covered here.

Find The Best Digital Photo Frame Without Reading Even 50 Digital Picture Frame Reviews

Each of our digital picture frame reviews links to an Amazon review page where, if you want to, you can read through detailed customer feedback. That's a lot less work than plodding through reviews for all the frames, but it can still be a bit of work.

Read Just One Digital Photo Frame Review

I have made the picture smaller but do you notice the text that stands out? Those are headings and every heading contains the keywords for which this site is optimized.

You always want to have a few headings on a page to re-inforce your topic to the readers and the search engines—they take this information very seriously!

Heading Tags: How to Implement

When you view the source of a web page, you will notice that all heading tags are surrounded by little html elements that like this `<h1>`, `<h2>`, `<h3>`, etc.

To implement these tags in your web pages, simply wrap your heading into these tags. Typically, you will repeat the title (or some variant of it) of your document in an H1 tag at the top of your document. Then, throughout the document you will implement a few H2 and maybe H3 tags. (I don't often go beyond H3).

So, from the example digital picture frame site above, the authors have implemented the following tags:

- `<h1>Digital Picture Frame Reviews</h1>` (a link inside h1 can also be a good idea)

- `<h1>Digital Picture Frame Reviews</h1>`
- `<h2>Read Digital Picture Frame Reviews To Find The Right Photo Frame Quickly</h2>`
- `<h3>Find The Best Digital Photo Frame Without Reading 1,000 Digital Picture Frame Reviews</h3>`
- `<h3>Find The Best Digital Photo Frame Without Reading Even 50 Digital Picture Frame Reviews</h3>`
- `<h3>Read Just One Digital Photo Frame Review</h3>`

You can see that this site places at the top of Google, in part, because of their great headings. Are you implementing heading tags in all of your pages?

Heading Tags: The Biggest Mistake

Often times, web creators make the biggest SEO mistake through no fault of their own but through the system and/or theme that they have selected.

The biggest mistake with heading tags is having your root page, your domain name, be in an H1 tag on every single page on your site.

Let's go back to chicken soup because I am getting hungry. The site that returns #1 for "how to make chicken soup" is called startcooking.com. Now, their biggest mistake would be to have startcooking.com (the name of their site) as the H1 tag on the chicken soup page. However, they do not have this. Their H1 tag, as it should be, is as follows:

```
<h1><a href="/blog/343/How-To-Make-Chicken-Noodle-Soup">How To Make Chicken Noodle Soup</a></h1>
```

This mistake of having the domain name in an H1 tag on every page often happens because of the CMS used. For example, many WordPress templates often put the domain name in an H1 tag on every page. If this is happening to you, you must modify the template or choose another WordPress theme if you want to have great on-page SEO!

Keyword Density: Be Dense But Not A Dunce!

As we have established, you want to focus on certain keywords and phrases when you create a webpage. Thus far, we have seen that you want to include those keywords/phrases within your title, URL, description, and heading tags.

Now, don't forget to use those keywords and phrase throughout your document!

Keyword Density: It's Not Like It Used To Be

In the old days (10 years ago) before search engines refined their *algorithms*, search engines could be easily manipulated and people made a lot of money.

For example, if you created a site on picture frame reviews, you simply needed to perform the above steps and then fill that page with your keyword over and over again. In fact, some crafty people would add the keyword even more in white text so that the search engines would see it, but visitors would not.

Fortunately or not, those days are now over.

If you use your keyword too much, search engines will penalize you. Your page should not look like this.

"I love digital picture frames and reading digital picture frame reviews. Reading digital picture frame reviews gives me great pleasure. I actually look at my digital picture frames while I am reading digital picture frame reviews."

Do you get the idea?

Keyword Density is the measure of how often that you use certain keywords and phrases within a document. The above paragraph would have a super-high-density and get penalized.

The general rule is this: You want your keywords and phrases to appear naturally within the text of the page. Don't try to stuff in keywords where they do not belong. If you follow this best practice, you will be fine.

Also, Google tends to favor more lengthy pages because, presumably, these pages have more in-depth information on the topic. And, with more text, you can include your keywords more because the more words you have in the web page, the less *dense* your keywords become.

The moral of the story: Be dense but don't be don't be a dunce by being too dense!

On-Page SEO: The Rest of the Story

The five factors mentioned above—title, url, description, heading tags, and keyword density—are the most important on-page SEO factors.

However, to go the extra mile, consider these other factors as well:

Keywords/Phrases in the Beginning of the Document: Be sure that you use your keywords and phrases at the beginning of your document. Sometimes, people use a story or parable in the beginning of a document that does use the keywords. This is not a good idea.

Images In Your Document: Images in your document are a good idea for readers. People like pictures! However, the search engines also like images, especially images with an alt tag. So, when you include pictures within your webpage, it is a good idea to name the picture with your keywords and use an alt tag, which describes the picture, as in the example below:

```

```

Keywords in Metatags: Google does not care about the meta tag "keyword". However, Yahoo and Bing still give this tag slight importance. Thus, there is no reason not to have it. Simply ensure that your keywords are used in the metatags as you see below:

```
<meta name="keywords" content="Digital Picture Frame Reviews, Digital Picture Frame Review, Digital Photo Frame Reviews, Digital Photo Frame Review" />
```

Synonyms: Make a list of synonyms that go with your keywords and phrases. Throughout your document, you can use these synonyms cases when you don't want to use your main keywords. Remember, you don't want to be too dense with your keyword lest you be seen as a keyword stuffer and penalized.

Page Load Time: Google is making the best effort to return pages that are the best for the searcher. A new criteria that they are now giving much more consideration is page-load time. Does your page load quickly? If you are not on a dedicated platform (which is quite expensive), Hostgator provides the best web page load time and little to no downtime, which is also a factor.

On-Page SEO: Summary

In this white paper, we have summarized and given examples the critical on-page SEO factors that you need to implement to elevate your site in the search engine results.

In summary, you need to choose the keywords and phrases that you will target in the web page. The importance of this first step cannot be understated. To get web traffic, you must target keywords and phrases that people use when searching. Following that, you will want to implement those keywords and phrases in the document title, URL, description, heading tags, and the body of the document.

But, do not overdo it!

If you over-optimize a page, search engines may see you as trying to “game the system” and penalize you.

Finally, consider the other slightly less important factors such as keywords near the top of your documents, image implementation, keyword metatag, keyword synonyms, and page load time and availability.

On-Page SEO: What's Next?

After creating a few web pages with solid on-page SEO, you will realize that it is a *learn once, implement many* process. You will master these techniques and they just become a natural part of the process as you are creating web pages.

However, fundamental on-page SEO is just the beginning. For very uncompetitive keywords and phrases, on-page SEO may be enough. Usually, **you need much more**. You need to implement off-page SEO, which is what really raises your search engine results.

Fortunately, you no longer to hire expensive SEO consultants or spend years learning how to implement off-page SEO. You only need one thing: [The SEO System](#).

The SEO System has automated the science of off-page Search Engine Optimization. You no longer need to research, plan, or even understand SEO. The SEO System tells you step-by-step what to do each day to get your web pages to the top of the search engines.

Get your free 60-day trial started today: [The SEO System](#).

