

Lesson no. 8 ON PAGE OPTIMIZATION

ON PAGE OPTIMIZATION

I. *What are primary keywords, secondary keywords and tertiary keywords?*

A *primary keyword*, as the name suggests, is a keyword that is used before any other keywords on a web page or in an article. Therefore, the primary keyword is the most important keyword on a web page. In turn, then, the primary keyword should be included in a site's title and domain as well as in its content. It should be added to the first sentence on the page too. The primary keyword is essential for purposes of SEO as it is used to describe the web page as well as help people locate the site.

A *secondary keyword* is used after the primary keyword and is not required with respect to SEO. However, when a secondary keyword is used, the chances of attracting additional visitors to your site are increased.

A *tertiary keyword* falls third in line of importance and is used behind secondary keywords in keyword Meta tags.

II. *Keywords Optimization*

Keyword optimization (also known as keyword research) is the act of researching, analyzing and selecting the best keywords to target to drive qualified traffic from search engines to your website.

Keyword search optimization is a critical step in initial stages of search engine marketing, for both paid and organic search. If you do a bad job at selecting your target keywords, all your subsequent efforts will be in vain. So it's vital to get keyword optimization right.

But optimizing keywords isn't something you do ONLY at the outset of a search marketing campaign. Ongoing keyword optimization is necessary to keep uncovering new keyword opportunities and to expand your reach into various keyword verticals. So keyword optimization isn't a set it and forgets it process. By continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will continue to grow.

III. Content optimization & planning

It is recommended to create content with the user in mind. You always need to create high quality and user relevant content and not just an amalgamation of words aimed at search engines. Besides the fact that you actually want users to take action or convert, modern search engines understand things like bounce rates and unfulfilled searches and will penalize SEO content accordingly. Even if you are looking to drive traffic from people looking for specific keyword terms, it is important to always deliver high quality, relevant information so that a user will not have to continue their search. Here are a few ways to optimize your content SEO and reader-wise.

a) *Define Drivers*

This part of the process is essentially a strategy and a discovery exercise. It will call upon people who have both very high-level requirements as well as those who have more targeted, specific requirements of the site. But the strategy needs to grow out of business needs, not the capability of the measurement tools.

b) *Build Metrics*

The level of complexity found in digital analytics tools continues to increase dramatically. However, they are foundationally designed to deliver “reports” based on site activity.

c) *Plan Actions*

This is the part where software can't take you. Only a certain level of knowledge about both marketing goals and technology will get you through.

It's the part where, even when there's a richly detailed report lying around, nothing else happens. Unfortunately, reports alone are not going to somehow turn into a form of “advice.” Someone inside or outside the organization has to do this. These days an entire professional class has grown up around it, and they call themselves “analysts.” Another popular phrase describing this is “data storytelling.”

d) Create Changes

Change is hard. It means people will have to readjust their behavior. They will have to take responsibility for content decisions that may not have gone off as planned.

The changes might be on the content side (for instance, a different offer), the design side (a page that's easier to understand), a technology side (the page needs to load quicker), or an information architecture side (the important page needs to be easier to find). Most organizations will know where to find the capable folks to do this kind of work. But it's harder to get them to admit they need to make the changes.

e) Measure Success

In some ways, this follows the “shampoo principle”: rinse and repeat.

If changes have worked out well, you'll see a jump in the percentage of prospects that were converted to customers. More users who did what you were inducing them to do. Often, content optimization tools will let you know this in something like real time — but again, it's not always incremental or situational change that's needed. And if you've made wholesale changes, this phase is much more involved than looking at the results of an optimization tool

IV. Understanding your audience for content planning

Getting to know the audience for your content is a complex, multi-step process. Let's go through each step

a) Empathizing with your clientele

It's what they always say about writing – before you put pen to paper, you've got to understand your audience first. Content marketing is absolutely no exception to this. In fact, it's especially important in marketing because you depend on your audience for cash money.

Whether you're in B2B or B2C marketing, your readers are people who have busy lives, a lot on their plate and certain pain points they're trying to overcome. Think deeply about their

situations and how you can address them with your content. Then and only then are you ready to write.

b) **Conducting thorough market research**

No one's born with the ability to understand audiences and know what they want. This knowledge never comes easy – if you want to know about your target consumers, you've got to dig in and do your research.

Sometimes, it takes just as much time to do the preliminary research for your content marketing as it takes to actually write your copy. Don't worry about that. It's fine. It's part of the process – without solid research, you might start barking up the wrong tree and speaking to an audience that doesn't care what you have to say.

c) **Engaging your readers emotionally**

What you really want in content marketing isn't just clicks and retweets – it's genuine engagement with your stuff. You want people to read your blogs, yes, but you're also going for an emotional response. You want them to feel something.

Convince and Convert asserted that this is a vital part of building a community in content marketing. You've got to incite people to share their feelings and opinions.

You can't do this without first engaging people and inciting a response, so start with that.

d) **Moving from clicks to conversions**

In the end, of course, your goal is to get people to become paying customers. After all, you want your company to make money off of content marketing, not flush cash down the toilet.

This means you need to turn the initial leads your content generates into real conversions.

Words like “today” and “now” and “before it's too late!” are all effective. They all send the message that you want more than just readership – you want people to take action and become customers. If you're lucky, they'll acquiesce.

V. What is the difference between keywords stuffing & keyword placement

KEYWORD STUFFING

Keyword stuffing is the idea that taking main keywords and phrases and relentlessly plugging them in to your site's headers, meta tags, body copy, footers, and anywhere else you could put them. In extreme cases, it even meant hiding text in ways that users couldn't see it, but search engines could (also called cloaking).

The idea was that the more a search engine saw a word or phrase on your site, the more likely it was to rank you for searches that included those. Some sites would even use this strategy to rank for keywords that had nothing to do with their business.

It's true that this was an effective SEO strategy for quite some time. There are even some SEOs who still use keyword stuffing as their primary strategy, despite the practice being considered black hat. Unfortunately, it's also true that many people consider keyword stuffing to be a regular SEO strategy, even today.

The good news is that Google is becoming better and better about weeding out sites that use keyword stuffing to rank better. Sites that do get penalized, making it nearly impossible for them to rank. In turn, this leads to a significantly better user experience.

So, how should sites actually use keywords?

KEYWORD TARGETING

Best practices for SEO today involve keyword targeting. Like the formerly used keyword stuffing, targeting will include keywords in the page title, headlines, body text, URL, images, links and Meta descriptions. The big difference, however, is that keyword targeting focuses on user experiences, only using keywords in ways that make sense rather than wherever they can fit.

Placement in areas like headlines and page titles is still an important factor, but how it reads and is useful to the user is just as important, if not more so. Forcing keywords to the front of a headline or including them in every single sentence of your copy will create a poor user experience and, ultimately

Additionally, search engine algorithms have become so advanced that keyword repetition isn't necessary to establish relevance. Obviously you should have keywords and phrases included in your site, but unleashing them to the point where the user can obviously tell you're just trying to rank for them isn't going to work. Instead, you'll want to include like-terms. Instead of rehashing the same terminology over and over again, use synonyms and semantically relevant topics that create a better read for users while still being recognized as relevant by search engines.

What it ultimately comes down to is putting an emphasis on your users rather than the search engine bots crawling your page. Search engines want to give the user the best results possible, not results that only pretend to be. So yes, keyword targeting is important, but rather than seeing it as a separate entity it's best to look at it as a part of an overall SEO strategy toward creating great content and a user-friendly website.

VI. *Internal linking*

Web practitioners from various disciplines may have different terms for this, but I think this is a term that's well understood in the SEO 'community' and beyond.

Broadly speaking, **internal linking refers to any links from one page on a domain which lead to another page on that same domain.**

This can refer to the main site navigation, like the links you see above this article to our sections on SEO, PPC etc. It also refers to links within articles to related content, such as this link to [an article on duplicate content](#).

One major reason is that **it's one of the few methods site owners can use to tell Google (and visitors) that a particular page of content is important.**

So, for example, we can use a link from a popular, evergreen, post which attracts regular traffic to promote the latest ClickZ Live event, or a piece of paid content we'd like to raise awareness of.

There are other reasons:

a) *It provides your audience with further reading options.*

For example, if you are writing about a new product or service from Twitter, and we've written a great post on Twitter in the past, link to it. It provides context for the reader and promotes older content.

b) It helps to improve your ranking for certain keywords.

For example, if we want a page to rank for 'search marketing statistics' and we have a page containing these, then we can point people the page using the relevant anchor text. This sends a clear signal to Google that this page is relevant to search users typing in that phrase.

c) It can help you to promote events and other paid services.

If we're talking about link-building and we have a great speaker on covering that topic at an upcoming event, that's an opportunity to promote them.

d) It helps Google to crawl the site.

Internal links in articles, as well as in category and tag pages, help Google to index pages more efficiently.



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VII. Meta tags creation

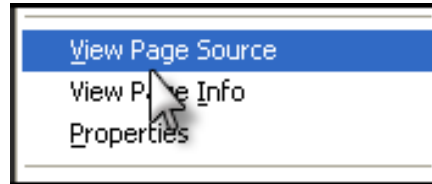
Meta Tags have been one of the most basic elements of SEO. It is a must to know for every SEO practitioner.

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's code. We all know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about.

The only difference between tags you can see (on a blogpost, say) and tags you can't see is location: meta tags only exist in HTML, usually at the "head" of the page, and so are only visible to search engines (and people who know where to look). The "meta" stands for "metadata," which is the kind of data these tags provide – data *about* the data on your page.

If you want to find out whether a given page is using meta tags, just right-click anywhere on the page and select “View Page Source.”

A new tab will open in Chrome (in Firefox, it’ll be a pop-up window). The part at the top, or



“head” of the page, is where the meta tags could be.

The meta tags will look something like this:

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Meta Tags - How Google Meta Tags Impact SEO & PPC | WordStream</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="copyright" content="WordStream is a registered trademark of WordStream, Inc. C
<meta name="description" content="Meta tags can have a larger impact on SEO and your websi
<meta name="keywords" content="meta tags,meta tag,meta tags seo,meta tags definition,what
<meta name="robots" content="index,follow" />
<meta name="DC.title" content="How a Meta Tag Impacts SEO & PPC" />
```

VIII. Creating Webpage in HTML

Web pages can be created and modified by using professional HTML editors.

However, for learning HTML we recommend a simple text editor like Notepad (PC) or TextEdit (Mac).

We believe using a simple text editor is a good way to learn HTML.

Follow the four steps below to create your first web page with Notepad

Step 1: Open Notepad (PC)

Windows 8 or later:

Open the **Start Screen** (the window symbol at the bottom left on your screen).
Type **Notepad**.

Windows 7 or earlier:

Open **Start > Programs > Accessories > Notepad**

Step 2: Write Some HTML

Write or copy some HTML into Notepad.

```
<!DOCTYPE html>
```

```
<html>
```

```
<body>
```

```
<h1>My
```

First

```
Heading</h1>
```

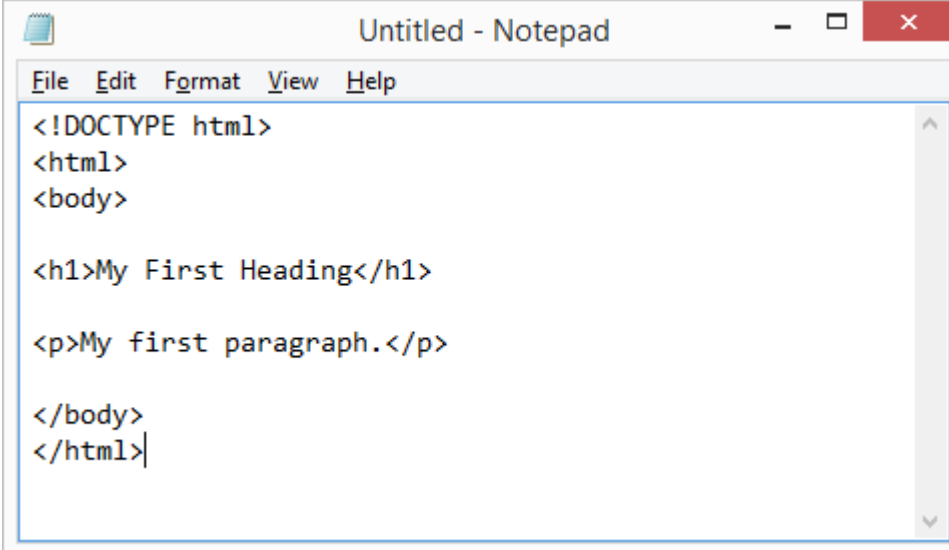
```
<p>My
```

first

```
paragraph.</p>
```

```
</body>
```

```
</html>
```



The screenshot shows a Notepad window titled "Untitled - Notepad" with a menu bar containing "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

```
<!DOCTYPE html>
<html>
<body>

<h1>My First Heading</h1>

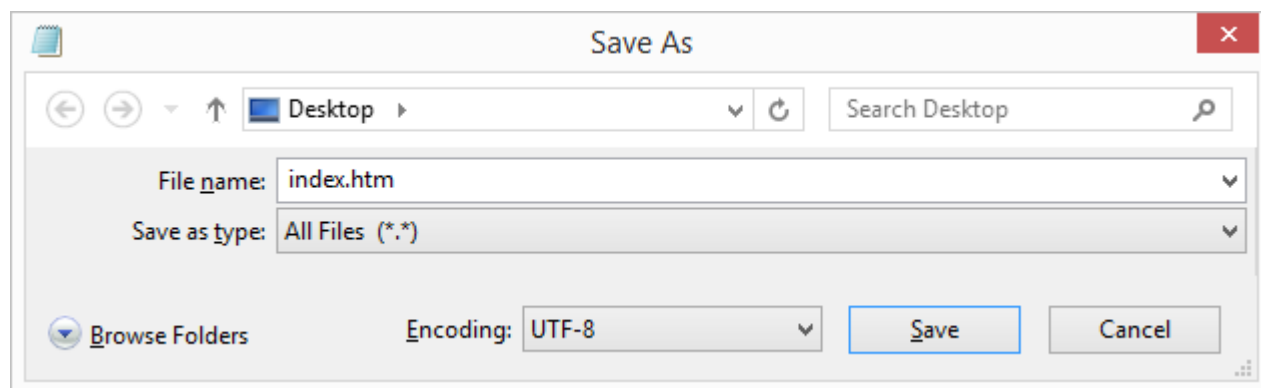
<p>My first paragraph.</p>

</body>
</html>
```

Step 3: Save the HTML Page

Save the file on your computer. Select **File > Save as** in the Notepad menu.

Name the file "**index.htm**" and set the encoding to **UTF-8** (which is the preferred encoding for HTML files).

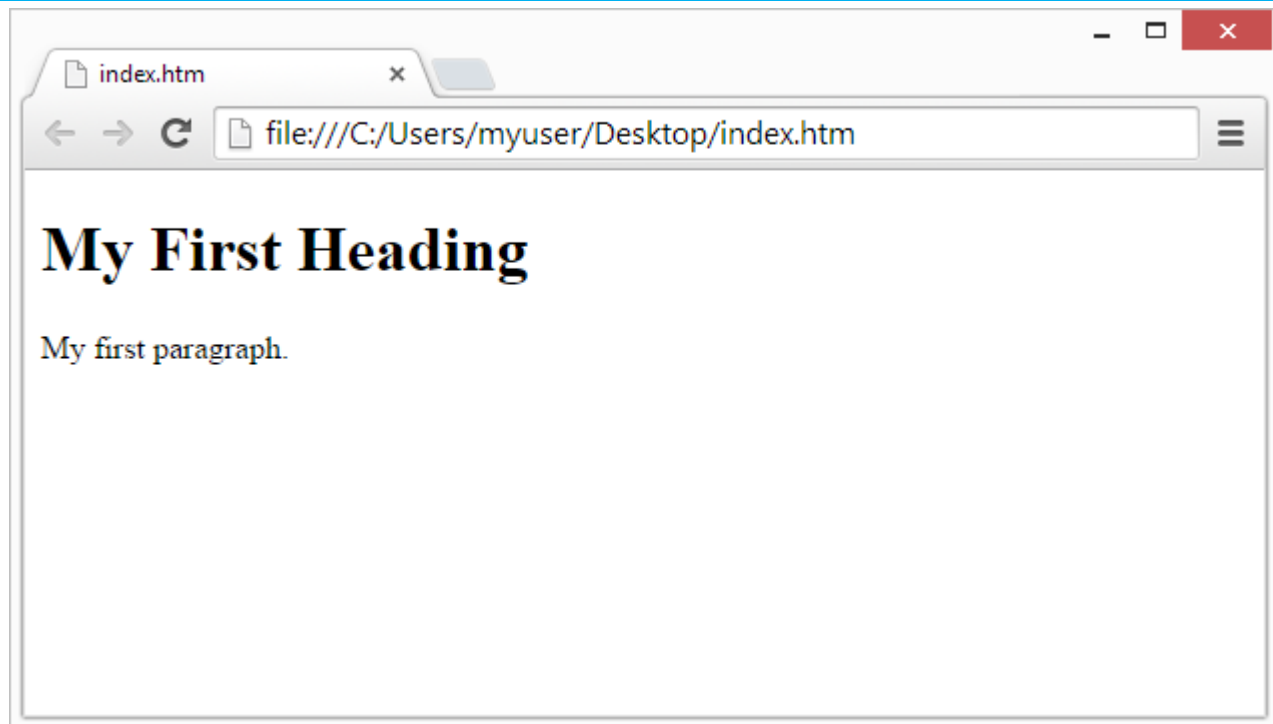


You can use either .htm or .html as file extension. There is no difference, it is up to you.

Step 4: View the HTML Page in Your Browser

Open the saved HTML file in your favorite browser (double click on the file, or right-click - and choose "Open with").

The result will look much like this:



IX. Using google webmasters tool & website verification

One of the most powerful tools a website owner has at their disposal is Google WebMaster Tools. This is a free service that Google offers to help domain owners optimize their sites for search engine rankings as well as detecting issues and unknown errors that may be present on the site.

When you add your domain to Google Webmaster Tools, Google first needs to verify you as the domain owner. This is to ensure they are giving you analytical information properly for your proper domain.

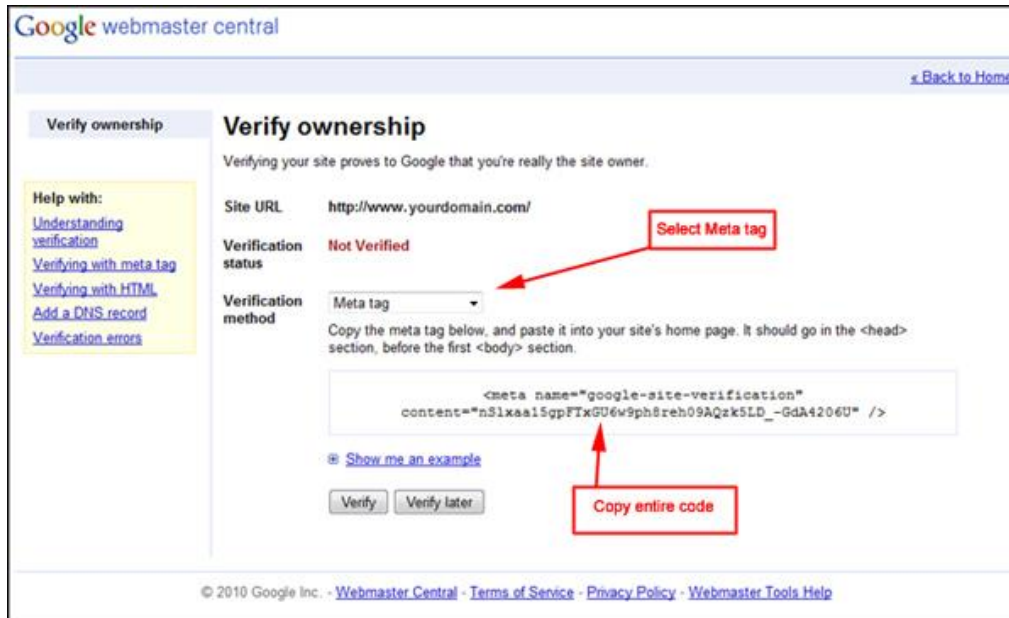
Google Webmaster Tools

- a) Sign into Google Webmaster Tools, (or create an account if you do not have one already.)
- b) Click "Add Site" and enter your domain or 3dcartstores address in the box
- c) Click Continue



You will now be taken to the "Verify Your Site" page. This is where you will be able to select the verification method to use. Google gives you three options, but the most common is Meta tag - which we will be concentrating on here. With the Meta tag method, Google will provide you with a code that will need to be placed on your site's main header. When you verify the site with Google, they will look at the site and reference this specific coding to complete the process.

- d) Choose your verification method by selecting Add a meta tag from the drop down box.
- e) Copy the code provided. Make sure that you select and copy everything in the box:



Adding the code to your 3dcart site

Now open up a new browser window and perform the following:

- Log into your 3dcart Online Store Manager
- Go to **Marketing => SEO Tools**
- On the right hand side of the page, look for and click on the "Google Analytics" link
- Scroll down to the "Google Webmaster Tools Verification Meta Tag" section
- Add your code there and Save the page.
- Go back to Google and verify your site.

X. Sitemap creation & submission in website & webmasters

4 Easy steps for creating a XML Sitemap:

- Go to [xml-sitemaps](#)
- Enter your full website URL. Choose your other options:

Enter the frequency your website is usually updated from the drop-down list.

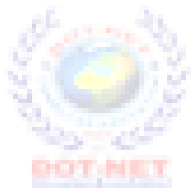
– Choose an option under ‘Last modification’. This is the time the URL was last modified.

– Leave the Priority at Automatic.

c) Click ‘Start’. Wait while your sitemap is being generated.

d) Click the link to download the .xml file.

Now you can upload the sitemap.xml file to the root directory of your website and you can submit your sitemap URL to [Google Webmaster Tools](#).



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Please enter details for sitemap generation

Starting URL

Please enter the **full** http address for your site, only the links within the starting directory will be included. For instance, "domain.com" and "www.domain.com" are **not** the same.

Change frequency

Step 1

Last modification

- None
 Use server's response
 Use this date/time:

Priority

We have automatic priority calculation implemented for online sitemap generator now!

Check your settings and click button below

Start

Maximum **500** pages will be indexed in sitemap

Step 2

Need to index more? Check our [Standalone version of Google sitemap generator](#) with **unlimited** number of pages for crawler.

Please wait. Sitemap generation in progress...

Links depth: 4
Current page: links/rss.php?c=7
Pages scanned: 120 (769.0 KB)
Added in sitemap: 91
Pages left: 38
Time passed: 1:50
Time left: 0:34

Step 3: After you click Start, wait while your sitemap is generated.

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Initial website address

<http://www.thecomputerladyonline.com/>

Download un-compressed XML Sitemap

<http://www.xml-sitemaps.com/download/www.thecomputerladyonline.com/sitemap.xml>
(17.42Kb)

Step 4: Click the link
to download your .xml file

Below is a step-by-step guide to submitting your sitemap:

- a) Visit your Webmaster Tool dashboard and choose Site Configuration and then Sitemaps on the left hand sidebar.
- b) Click the Add/Test Sitemap button. This page will also show you which sitemaps Google sees and who uploaded each (you or your teammates).
- c) Enter /system/feeds/sitemap into the text box that appears.
- d) Click Submit Sitemap.



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