



Recommendations For On-Page Optimization

On-Page SEO

Recommendations prepared by best SEO experts of Neenco, Inc SEO Company.

Description

This file concentrates and reflects experience & knowledge of best experts of Neenco, Inc. SEO team professionally providing Search Engine Optimization and Link Building Services since 2003.

This document contains very exact recommendations concerning all **the most important On-Page Optimization Factors**. It includes 98% of all On-Page Optimization Factors at all.

There are whole SEO books about On-Page SEO with over several hundred pages long, which in fact do not saying anything more than said in this short, but very focused and concrete document.

Aim of this document

Goal: we want to get EACH important web page of your website into the Top10 Google search results as soon as we possibly can in order you could start to receive highly targeted traffic ASAP!

Since off-page optimization is time consuming, the goal of this document is to get maximum exposure from on-page SEO for your website.

We want to teach you which keywords to choose and what and how to do in order to get **each** of your important web pages in at least Top30 – better Top10 Google SERPs using **only** (or mostly) on-page optimization. This will allow you to **start to receive some traffic for each of these pages very soon**.

Recommendations

We consider that in order to start receive some traffic ASAP you need to target **the least competitive keywords first**.

That's why we recommend you to target **EACH** of your important web pages for a group of some specific low competitive 3 - maximum 5 keyword phrases each. Each of these keyword phrases should have minimum 3 - better 4 words (the more words a key phrase has, the least competitive it is). This will allow you to get in the top of Google SERPs sooner.

So we recommend you to pick up a group of 3-5 the least competitive keyword phrases for each of your important web pages containing minimum 3 - better 4 or even 5 words. For example, if your website provided some free funny videos, we would choose suchlike keywords:

Keywords for which we would make some on-page optimization:

Download Free Funny Videos

Watch Free Funny Videos

Watch Funny Videos for free

Keywords for which we would [track your website rankings changes](#)*, and depending on your site positions, we would build backlinks using some of these keywords too:

Download Funny Videos

Download Free Videos

Funny Videos

Free Videos

Download Videos

Watch Funny Videos

Watch Free Videos

Watch Videos

Free Funny Videos

* To track your rankings changes on Google we recommend you to use this great [Free Google Keyword Tracker Tool](#).

Now based on these keywords (*Download Free Funny Videos, Watch Free Funny Videos, Watch Funny Videos for free*), we would recommend you to do the following on-page optimization on your website:

1. Use just 1 same phrase (let it be *Download Free Funny Videos*) in your webpage's:

- **H1 tag.** Phrase with H1 tag should be put in the very top of the page. The higher it is to the top of the page, the better. This phrase should be the very first words on your page. **<- NOTE: H1 tag is the most important on-page optimization factor.**
- Put it in the title of your page.
- Use it 2 - 3 times in the content of your page. Keyword density should be: 2.5% - maximum 3%. This means that if your page has 100 words, you can use this phrase there only 2 times. **Note: better use it fewer times than too often.**
- Highlight this phrase only 1 time on your web page with bold. It would be better if you use this phrase not in the middle or in the footer, but somewhere **near to the top** of your page. For example, in the first sentence.

- Include this phrase in the image alt tag only once in only 1 image. Name that image using this phrase too; an image should be named like this: **download_free_funny_videos.jpg**. Do not use any spaces or special characters in file names; search engines do not understand them. It would be better if you put this image somewhere in the top within the content near the targeted keyword phrase highlighted with bold. (Somewhere near the first sentences.)
- Put this keyword phrase into your web page Meta Description. **Note:** as to your description which users see when find your website in search engines – **forget about SEO and write it for PEOPLE**, but not for search engines! (Yes, you still can include 1 or 2 of your keywords in it, but do NOT over optimize it. It should be written for **PEOPLE!** It should attract user attention and make him **WANT TO VISIT** your website. Marketing is more important here than SEO.)
- Put your keyword phrase into your Meta Tags. Use maximum 5 keyword phrases in your meta-tags.
- As additional on-page optimization you can also use this keyword phrase in your webpage Web Address: http://www.yoursite.com/download_free_funny_videos
- When you link your other pages to this page http://www.yoursite.com/download_free_funny_videos, be sure to use this keyword phrase **Download Free Funny Videos** in the anchor texts of these links too.

2. Now use your second targeted keyword phrase, for instance, *Watch Free Funny Videos* in:

- **H2 tag.** We recommend you to insert your H2 tag somewhere in the middle of your page – **after** all optimization done for the previous keyword.
- Highlight this phrase only 1 time on the page with bold. You should use this phrase below your H2 tag. It would be good if you use it in the very first sentence after H2 tag.
- Use it 2 - 3 times in the content of your page. (Keyword density should be: 2.5%-3%. And remember: do **not** over optimize.)
- Include this phrase in the image alt tag only once in only 1 image.
- When you link your other pages to this page http://www.yoursite.com/watch_free_funny_videos, use this keyword phrase **Watch Free Funny Videos** in the anchor texts of those links too.

If you decide to optimize your page for other keywords, then use H3 and H4 tags and do all things described above for **each** of your keywords.

When you're done with 1 page, move on to your other web pages. **NOTE: Search Engine Optimization is NOT website targeted, it is web page targeted.** That's why you need to

target and optimize **each** of your web pages for **different** keywords.

NOTE: do NOT over optimize your pages with keywords. Focus each page on 3 – maximum 5 keywords.

3. Things to remember. DO NOT do the following:

- Do not include any other keywords in H1 tag except 1 main keyword phrase for particular page.
- Do not include any other keywords in the Title of your page. **FOCUS!**
- Do not write your description for search engines. **Focus on people.** Remember about **marketing** and **Click Trough Rate.**
- Do not use hidden text or hidden links. **Avoid any black hat SEO** on your website.
- Do not employ cloaking or lightning fast java redirects.
- Do not load up your pages with irrelevant words.
- Do not create multiple pages, sub-domains, or domains with substantially duplicate content.
- **Do not over optimize your web pages with keywords.**
- Do not over optimize your web pages with meta tags or image alt tags.
- Remember that search engines do not index Flash.

These are **the most important** On-Page Optimization factors which should be done for **each** of your web pages.

Afterword

This document is quite short, but in fact if you follow all recommendations given within this file, it may take you from several weeks to several months to implement all of them on your website.

Please carefully study and implement **each** our recommendation in exact way like we say, and you won't need to wait for results long.

We know that's a lot of work, but it's all for your website and business benefit and it should be done only once!

We wish you quickly and significant rankings boost for all of your targeted keywords! ☺

Thanks,
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