



**PART 1 OF 3**

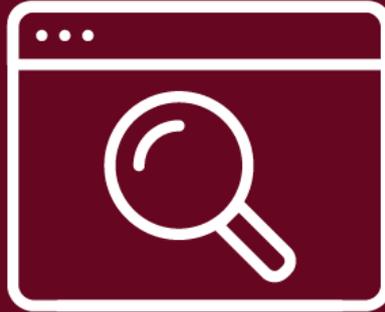
**HOMESTEAD'S**

# **Guide To On-Page SEO**



# What is SEO?

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## SEO stands for Search Engine Optimization

**SEO** is the process of improving the quality and quantity of traffic from a Search Engine, like Google or Bing, to your website (or at least a page on your website). Specifically, it's achieving this result organically. Search engines use three primary functions to get their job done:

- **Crawling:** Search Engines send out a team of robots to scour across the Internet for all kinds of content, new and updated.
- **Indexing:** The process of that content being added to Search Engines databases. Upon being filed into its index, the Search Engine will display the page under relevant searches.
- **Ranking:** Every query has an organizational list. The search engine will provide the content it believes suits the searcher's query the best. The idea is that they will order the results from the most relevant to the least.



To increase your rankings, your content needs to be deemed valuable and relevant. You must first ensure that your content is properly indexed, after which better rankings will follow.

There are many different types of SEO (some better than others), and they encompass every aspect of a website, from the design itself to anticipating how people will search for it.

**We'll be reviewing the three main categories of SEO:**

## **On-Page, Off-Page, and Technical.**



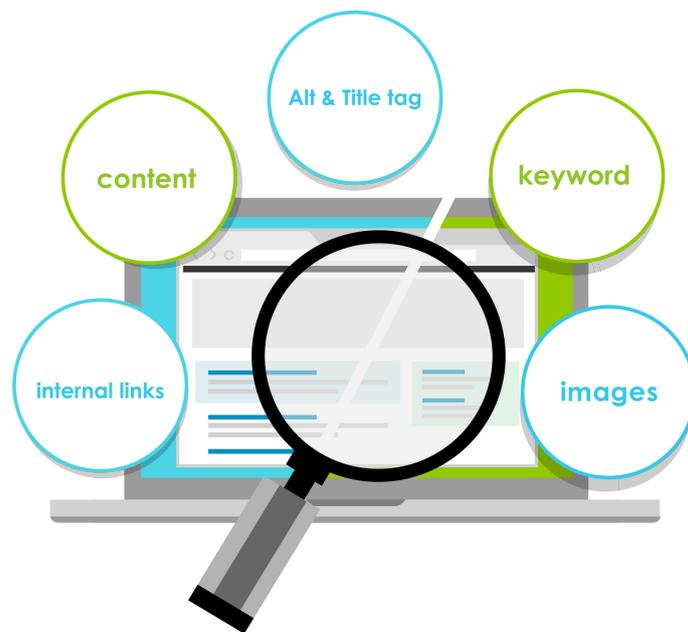
By breaking it down into these three separate parts of the same goal, it will be easier to organize and implement a well-rounded organic search strategy.

The first method we'll be reviewing is  
**On-Page SEO.**

# What is On-Page SEO?

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On-Page SEO, also known as On-Site SEO, is the practice of optimizing each page of your website for search engines and site visitors to rank higher and earn more relevant organic traffic.



With on-page SEO, you aim to make your website more usable and valuable to users to improve your rankings in search results on search engines. Doing so is necessary because it helps search engines understand your website and content and identify whether it is relevant to a searcher's query.

# What's included in On-Page SEO?

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A large part of On-Page SEO is publishing relevant, high-quality content and making sure your website has a high level of **E-A-T**,

## **E.A.T.**

**Expertise** means having a high level of knowledge or skill in a particular field.

**Authority** is about reputation, particularly among other experts and influencers in the industry.

**Trustworthiness** is about the legitimacy, transparency, and accuracy of the website and its content.

This helps ensure that sites that offer high-quality content receive better rankings and sites that provide low-quality content get less visibility.

On-Page SEO also includes optimizing your headlines, title tags, meta descriptions, and images. You need to be optimizing your site and writing content with both search engines and those who use them in mind.

# Elements of On-Page SEO:

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**Keywords** **Page 7-8**

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**Content** **Page 9-10**

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**URL** **Page 11**

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**Page Title & Description** **Page 12-13**

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**Internal Links** **Page 14**

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**Page Structure** **Page 15**

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**Images** **Page 16**

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**User Experience** **Page 17**

# Keywords:

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Keywords are ideas and topics that define the content of your website. For SEO purposes, they're the words people type into search engines, also known as "search queries."

If you reduce everything on your page — all the images, video, copy, and so on — to simple words and phrases, these are your main keywords. Your primary keywords will be products, services, or other topics your website addresses.



You can then enter those keywords into a keyword research tool to discover other keywords, common questions, and topics for your content that you might have otherwise missed.



[Keyword Research](#)

# Keywords: Tips & Tricks

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- 1** Aim to use your main keywords in the first 100-150 words of your page. This is an old-school on-page SEO practice that still works. Terms that show up early on your page carry more weight.
- 2** Use your main keywords multiple times throughout your page, but make sure to incorporate these words as naturally as you can. Search engines like Google will recognize "keyword stuffing."
- 3** Use synonyms of your keywords & keyword phrases throughout your text as well. Using these phrase variations will help you to expand your reach.

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## **Free Tools**

[Answer The Public](#)  
[Moz Keyword Explorer](#)  
[Google Keyword Planner](#)  
[Keywords Everywhere](#)  
[Google Trends](#)

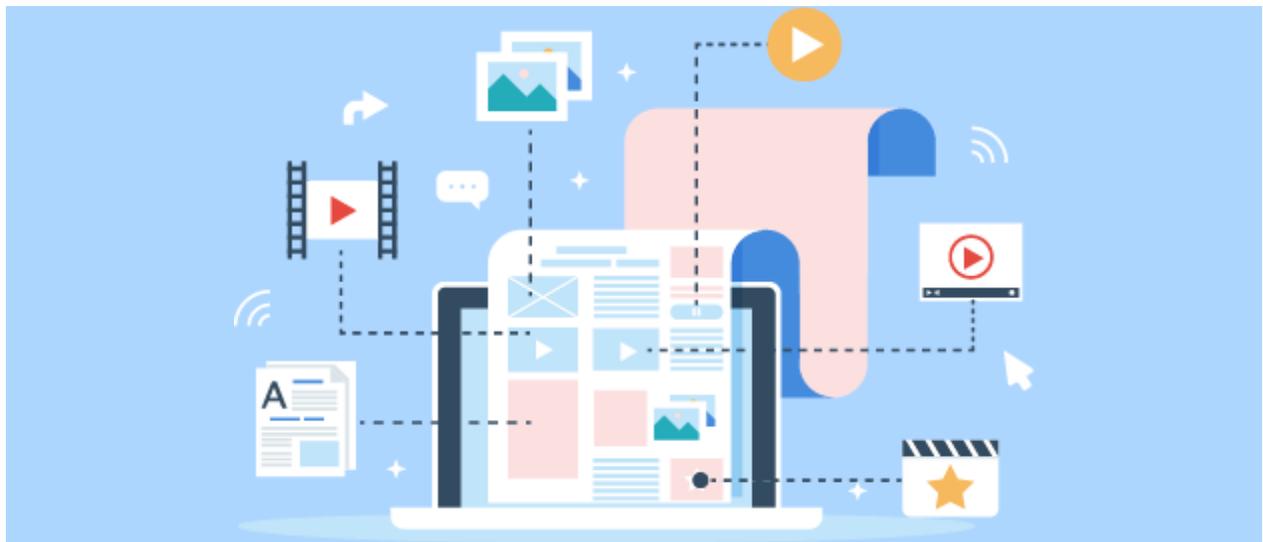
## **Paid Tools**

[Moz Pro](#)  
[ahrefs](#)  
[Hubspot](#)  
[Semrush](#)  
[Ubersuggest](#)

# Content

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Content on a website refers to the text, images, and video used to make up the site, as well as blog and eCommerce if applicable. This is what Search Engines use to determine what a site is about when they perform their crawl.



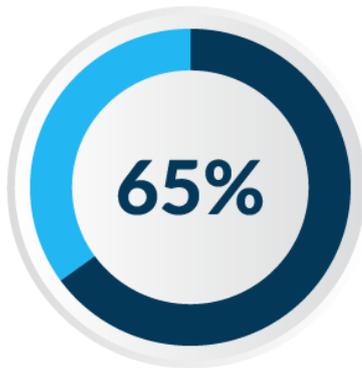
## **Content should:**

- 1) Be unique
- 2) Offer a fresh perspective
- 3) Be as informative as possible
- 4) Provide relevant information
- 5) Be up-to-date
- 6) Include text, images, and video
- 7) Be thorough

## **TIP**

Don't have multiple pages that are almost identical because then you're competing with yourself.

You need to have up-to-date material on your website. This means that you should audit your own site 1-2 times per year to ensure that your shared information is still accurate and fitting with the current best practices. SEO is not a stagnant practice. It required maintenance.



65% of the population are visual learners\*, so adding content such as images, graphs, charts, instructions, or other visual aids will help people understand and use your content.

\*Source: <https://www.shiftelearning.com/blog/bid/350326/studies-confirm-the-power-of-visuals-in-elearning>.



### **Blog.**

Bloggging keeps your website fresh and current, helping to keep people on your website for longer. It also allows you to target keywords, as well as opens opportunities for internal linking and outside parties to link back to your site. A blog helps you connect with your audience and prove yourself to be an expert in your field.



### **eCommerce**

81% of shoppers research their product online before purchasing. \*  
This means that you're putting yourself in the running for relevant searches by having your products and services available online.

\*Source:  
<https://transaction.agency/ecommerce-statistics/81-of-shoppers-research-their-product-online-before-purchasing/>

# URL

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Your URL should be short and relevant to your website. Try to register a domain for your business name or keywords related to your site, and make sure to customize your page URLs.

## TIP #1

Use a hyphen to separate words in your URL if your page name has multiple words to help people read the name correctly.

## TIP #2

If you want a URL to appear in the search results complete and not truncated, it should be no more than 74 characters.



"mydomain.com/how-to-choose-a-URL"  
tells people what to expect when they click on that link.



"mydomain.com/page123"  
means nothing to a site visitor and might discourage people from visiting your site.

# Page Title & Description:

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The **Page Title** of your webpage is what displays in the heading of a search result, on social media, when your website link is shared through email or chat apps, and in the browser tab.

The **Description** shows up in SERPs below the Page Title. The description by itself has no factor in ranking but could help drive your click-through-rate, which improves your ranking.

Page title matters to search engines, page description matters to users. However, you should still make sure to use keywords in your page description.

**Below is an example of the Page Title & Description as displayed on a Search Engine Results Page:**

www.homestead.com

[Homestead: Free Website Building Software | Create a Website](#)

Use **Homestead's** free **website** building software to choose a design, customize it, and show the world. Create your **website** today!

← Page Title

← Description

An excellent page title can also increase your click-through rate, as it is usually the first thing people see on SERPs. Organic click-through rate is a search engine ranking factor and user experience signal, which Google tracks- boosting content that performs well.

## **In WebsiteBuilder:**

Add your page title and description under  
Pages > Manage Pages > Page SEO

### Page SEO

Hide from search engines [?]

Title

Displayed In Browser Window/Tab  
Keywords

Description

- **Titles should be no longer than 70 characters to display fully in search results**
- **Use numbers in your page title if applicable. People love lists like**
  - "10 keys to..."
  - "3 top tips..."
  - "21 reasons why..."
- **Use title modifiers like**
  - "best"
  - "easiest"
  - "fastest"
  - "2020"
- **Make sure that your page title matches the page content and includes keywords.**
- **Page Descriptions should be between 50–160 characters. You want it to be long enough to be sufficiently descriptive but short enough that it isn't cut off in the SERPs.**

# Internal Links

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An internal link is one that points to another page on the same website. You can add links internally from your best-performing pages to the least- to increase organic traffic. Make sure to use anchor text that contains keywords to be the most beneficial.

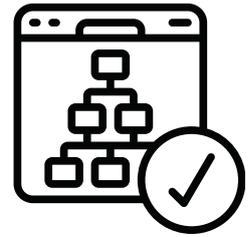


These type of links are useful for three reasons:

- To create your site navigation menu
- To direct a site visitor to a page with more in-depth information
- To help spread "link equity" on the pages of your website

It is also ok to link to **external**, relevant sites. It further helps Google understand the content on your page and your page topic. Linking to authoritative websites with a good reputation will not harm your website.

# Page Structure



You should use:

# Heading

Subheading

Main Body Text

Organizing your pages this way will help Search Engines better understand the structure of your page.

For site visitors, organizing your content this way allows them to skim through your page to find relevant information. Blocking out your content into sections will help lower your bounce rate, as it helps people find what they need.

## In WebsiteBuilder:

use H1 text boxes for your heading and H2 & H3 text boxes for any subheadings, and a paragraph text box for main body text.

TEXT

H<sub>1</sub>

HEADING 1

H<sub>2</sub>

HEADING 2

H<sub>3</sub>

HEADING 3



PARAGRAPH

# Images

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You should always optimize the images you use on your site. This means you should compress your images as much as possible without losing quality and use the correct file type for your image.

Another reason to optimize your images for SEO: it gives search engines another clue of what your page is about... which can help it rank higher.

## TIP

Always use original images over stock images when you can. If you use stock images, there is always the possibility that another site is using the same image. Using original images guarantees that it will be unique.

Lastly, add a Favicon for browser tabs and bookmarked pages. This doesn't necessarily help with ranking, but it does make your site look more professional and might increase the click-through rate. Anything that helps instill familiarity with your branding will be beneficial.



[How to  
Optimize Images](#)

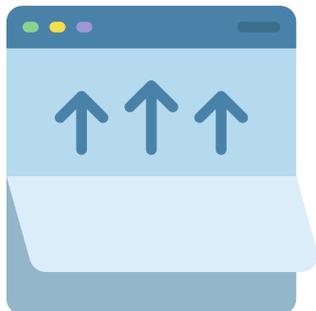
# User Experience

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User experience is one of SEO's most challenging aspects to gauge because it isn't one specific thing; rather, anything you can do on your site to make the experience of using your website easier on the site visitor.

**Make sure you have:**

1. Prioritized information "above the fold"\*
2. Readily available contact information
3. Clickable buttons with a call to action
4. No dead links/404 pages within your site
5. Visible text and clear backgrounds
6. Well organized site navigation



**\*Above The Fold:** The content visible on your website without scrolling

Also, avoid duplicate content. Try not to recreate the same page, just with slightly different variations of the same product. You won't get penalized, but Search Engines will filter out duplicate content, so you're basically competing with yourself. Instead, create one page with the general content and separate sections on that page for any different variations.



As you can see, there are many different factors of on-page SEO. Take the time to optimize your pages, and you may be surprised by the results.

However, if you feel overwhelmed, that is understandable. SEO is a complicated process with many variables. As always, we have professionals available to help if you don't feel comfortable with a DIY approach.



**Reminder:**

You can do all of the On-Page SEO that you've learned about in this document, and it won't make any difference if your site isn't mobile-friendly. Sites that are not mobile-friendly no longer show up in search results.

If you haven't already made the switch to WebsiteBuilder, we highly suggest you take this opportunity to start.

# Glossary

**Above The Fold:** The content visible on your website without scrolling

**Alt-text:** the text in HTML code that provides descriptions for your images.

**Anchor text:** The words you use when linking.

**Bounce rate:** The percentage of visits to your website that did not result in a secondary action.

**Browser:** Software that allows you to access information on the web.

**Click-through rate:** The ratio of site visits to clicks on your URLs.

**Copy:** Written material, in contrast to photographs or other elements of layout, on a website.

**Crawling:** The process in which search engines discover your web pages.

**E-A-T:** Expertise, Authoritativeness, Trustworthiness.

**Indexing:** The process of adding content found during crawling.

**Keyword stuffing:** A spammy SEO tactic where you overuse important keywords on your website.

# Glossary

**Link Equity:** A search engine ranking factor based on the idea that certain links pass value and authority from one page to another.

**Navigation:** A list of button links that help visitors navigate to other pages on your site.

**Organic:** Earned placement in search results that you didn't have to pay to get.

**Query:** Words typed into the search bar to request information

**Ranking:** Cataloging search results by relevance to the query.

**Search Engine:** A software system that searches for information in a database that matches the user's query.

**SEO:** Search Engine Optimization

**SERP:** Search Engine Results Page— the page you see after searching.

**Title tag:** An HTML element that identifies the title of a web page.

**Traffic:** Visits to a website.

**URL:** "URL" is an acronym that stands for "Universal Resource Locator." It's the web address you type when you want to go to a website.