

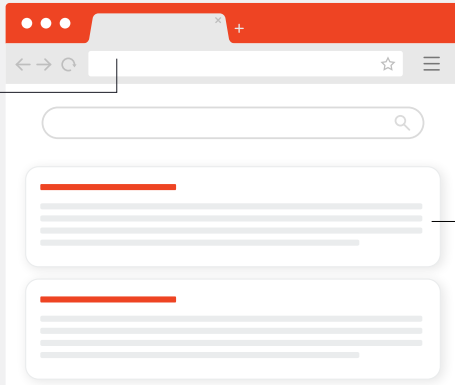
On-Site SEO

A brief guide to 10 key page elements we analyse and optimise to increase your organic traffic and conversions.



SEO Friendly URL

URL's should be short and use hyphens in place of spaces. The URL should also contain the target keyword and must be structured correctly.



Meta Information

Create an engaging SEO page title and short meta description that includes target keywords and makes readers want to click through to read more.

Blog Post Image

Include a unique, branded header image that's optimised to load quickly, has a relevant file name and includes alt tags with your keyword or close variations.



H1, H2, & H3 Headers

The blog post title should be used as the H1 header and must tell readers what they will learn, and why to read the post.

Structure the rest of the post with subheadings using H2 and H3's to denote key headers.

Visualise Information

Include a range of visual content like images, infographics and videos to highlight and explain the most important information and takeaways. Try and use bullet lists to break up text with stats.



Body Copy & Keywords

Write in short paragraphs of no more than 3 sentences and use the target keyword and variations in the first 100-words. Use your keyword and its variations naturally throughout the post and research competing posts to determine a suitable word count.

Linking

Include internal links to other relevant pages in your content cluster and top level product or service pages. Link to reputable external articles and websites that compliment the information in your post.



Authority & Credibility

Include relevant quotes from industry professionals and find statistics or research data to give credibility to the points or arguments you're making.

Technical

Make sure your site is speedy on mobile as well as a desktop and optimise posts to be read on both devices.

Use schema mark-up where necessary, for FAQ's for example.



Call To Action

Clearly tell the reader what action you want them to take at the end of the post. This could be reading related content, sharing the post on social media or signing up for a newsletter.