

Search Engine Optimization



WWW.

Search



Neal Rabogliatti
Digital Marketing Strategies LLC

SEM RUSH CERTIFIED
Technical SEO & Audits

Developing an SEO Plan

Developing A Strategy

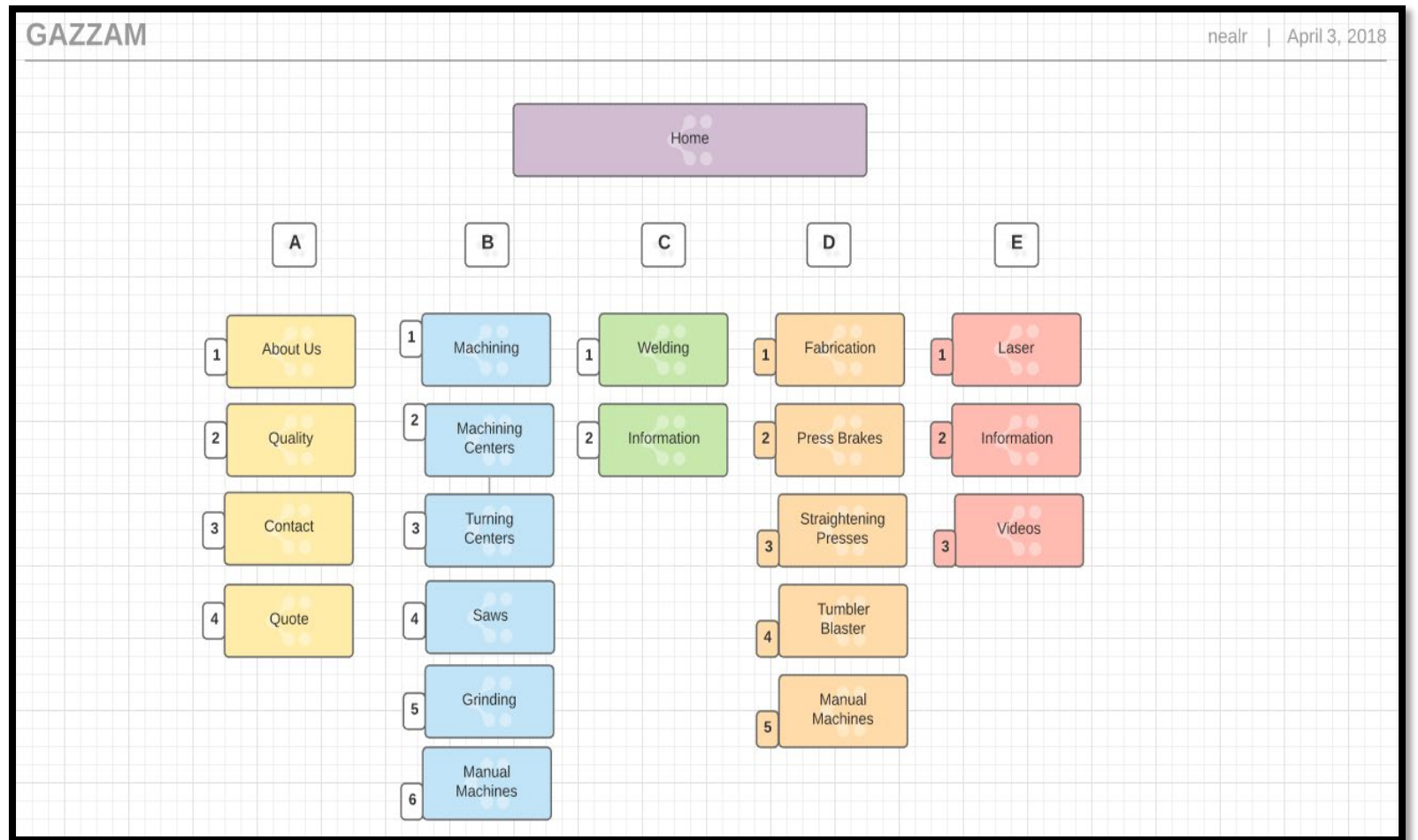
- 1) Fix Everything From Technical Assessment**
- 2) Build a Site Map**
- 3) Conduct Keyword Research**
- 4) Map Keywords**
- 5) Do Competitive Research**



Sitemap

Online Mapping

www.lucidchart.com



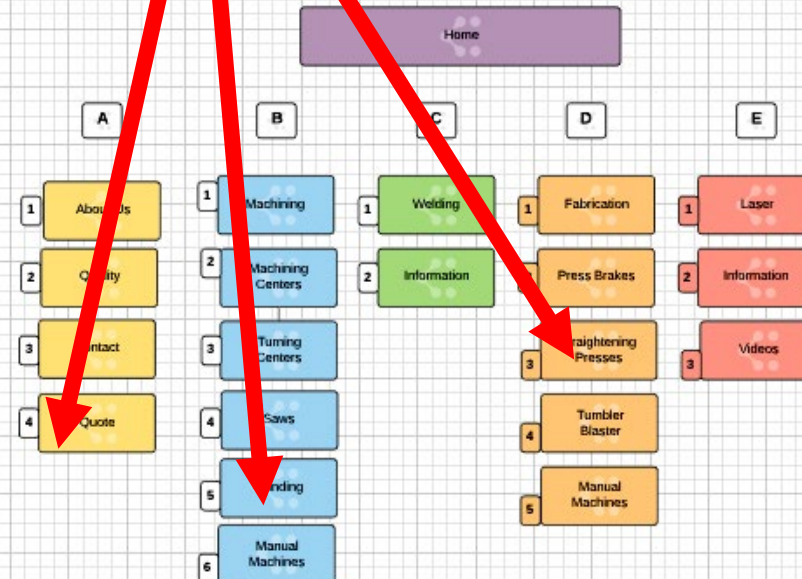
Merge Data

Map your keywords to pages = Keyword Targets

Keyword	Volume	IAAT	Competition	CPC	KEI	Web Map
classroom furniture	2400	13	4.83	3.84	85	A8
innovative classroom furniture	110	-1	-1	5.12	-1	B5
21st century classroom furniture	90	-1	-1	6.18	-1	
modern classroom furniture	70	-1	-1	4.4	-1	B4
school classroom furniture	70	-1	-1	4.73	-1	B3
college classroom furniture	50	-1	-1	5.18	-1	
flexible classroom furniture	30	-1	-1			
elementary classroom furniture	30	-1	-1			
collaborative classroom furniture	40	0	0			
classroom furniture tables	20	-1	-1			
wooden classroom furniture	20	-1	-1			
science classroom furniture	30	-1	-1			
movable classroom furniture	20	-1	-1			

GAZZAM

nealr | April 30, 2018



Competitive Research

- 1) Page Titles
- 2) Target Keywords
- 3) Description & Heading Tags
- 4) Content Quality (keywords, amount of text, readability)
- 5) Link Partners / Domain Authority / Page Authority

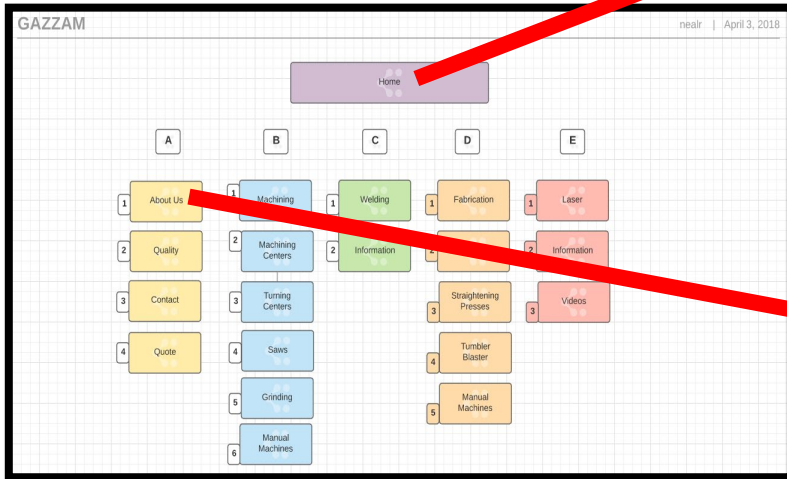


Document The Competition

	A	B	C	D
1		Company A	Company B	Company C
2	Page Title	Shop Gourmet Popcorn Popcorn Flavors Popcornopolis		
3	Description Tag	The finest gourmet popcorn varieties in the world: From Almond to Zebra, you'll find it all. Sweet, savory and everything inbetween. All guaranteed to please!		
4	URL	https://www.popcornopolis.com/shop-our-flavor.html		
5	Inbound Links	137		
6	Anchor Text	Gourmet Popcorn (32 Refs)		
7	Domain Authority	45		
8	Page Authority	40		
9	Header 1 Tag	None		
10	Header 2 Tags	Caramel Corn		
11		Gourmet Popcorn		
12	Amount of Text	457		
13	Google My Business Category	Popcorn Store		
14	Reviews #	9		
15	Reviews Rating	4.4		
16	Keyword Density	2X		
17	Canonical Links	Yes		
18	Schema Tags	None		
19	Page Speed	45/100		
20	Keywords	Gourmet Popcorn		
21		Buttered Popcorn		
22		Buy Popcorn		
23	Https	Yes		
24	Videos	None		
25	Images	Yes (2)		
26	Alt Image Text	Gourmet Popcorn		



Keyword Parameters



ABC Plastics | Keyword Parameters Document

Home	Custom Polyurethane Products
Page Title	Custom Molded Polyurethane Products <u>Vulkollan</u> ABC Plastics
Canonical Ref	http://www.ABC.com/
Description Tag	Custom polyurethane products from ABC include <u>vulkollan</u> performance urethane for squeegees, rollers, and custom cast and molded parts.
Keyword tag	Custom, polyurethane products, ABC, plastics, <u>vulkollan</u> , performance urethane, screen printing squeegees, rollers, cast urethane, molded urethane, elastomers, FDA approval, polyurethanes.
Header 1 <h1>	Custom Molded Polyurethane Products
Alt Image Tag	Polyurethane Products
URL- File name	http://www.ABC.com/
Body Content	250+ Words (Polyurethane Products = 1.5-3%) End Copy with "for more information about polyurethane products call 555-1212."

A1	About Us
Page Title	ABC Plastics Polyurethane Molding Manufacturer
Canonical Ref	http://www.ABC.com/polyurethane-manufacturer
Description Tag	ABC Plastics is a polyurethane molding <u>manufacturer</u> that specializes in <u>Vulkollan</u> elastomers used in molding polyurethane parts and products for a wide range of industries.
Keyword tag	ABC Plastics, polyurethane molding, <u>manufacturer</u> , <u>Vulkollan</u> , elastomers, molding polyurethane, parts, products, industrial, casting urethane, Washington, PA.
Header 1 <h1>	About ABC Plastics Polyurethane Molding Manufacturer
Alt Image Tag	1) ABC Plastics 2) Polyurethane Molding Manufacturer
URL- File name	www.ABC.com/polyurethane-manufacturer
Body Content	250+ Words (Polyurethane Molding Manufacturer = 1.5-3%) End Copy with "for more information about polyurethane molding manufacturing call 555-1212."

Body Content	End Copy with "for more information about polyurethane molding manufacturing call 555-1212."
URL- File name	www.ABC.com/polyurethane-manufacturer
Alt Image Tag	3) Polyurethane Molding Manufacturer
Header 1 <h1>	About ABC Plastics Polyurethane Molding Manufacturer

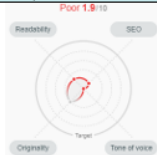


Keyword Parameters Document

Keyword Parameters Document | Revision 2.1 | OCT 20,2020

A1

Primary Keyword Phrase	Steel Casting Company
Secondary Keyword Phrase	Casting Foundry
URL	https://www.steel.com/steel-casting-c
Canonical Link	https://www.steel.com/steel-casting-c
Page Title	Steel Casting Company & Foundry ABC Steel Castings
Description Tag	ABC Steel Castings is a vertically integrated foundry providing services from engineering and prototype to customized production cycle tailored to your needs.
<h1> Header 1 Tag	Steel Casting Company
<h2> Header 2 Tag	Casting Foundry
<h2> Header 2 Tag	Sand Castings
Image Alt Tag #1	Steel Casting Company
Image Alt Tag #2	Casting Foundry
Image Alt Tag #3	Sand Castings
Body Text	450 Words – Use “steel casting compar



Target keywords

Core of your text and all recommendations. Use these keywords at least once.

steel casting company

Recommended keywords
Enrich your text with these keywords to get better SEO results.

steel casting
stainless steel
high quality
alloy steels
cnc machining
nickel based alloys
casting company
carbon steels
sand casting
investment casting
quality cast
cast parts
metal cast
wide range
steel products

Words

184

Target 482

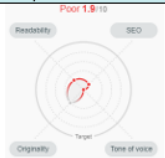
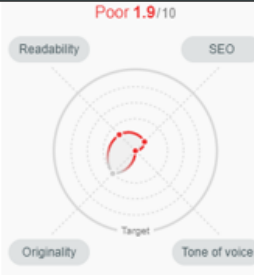
Reading time: 2 min

A1

Primary Keyword Phrase	Steel Casting Company
Secondary Keyword Phrase	Casting Foundry
URL	https://www.steel.com/steel-casting-company/
Canonical Link	https://www.steel.com/steel-casting-company/
Page Title	Steel Casting Company & Foundry ABC Steel Castings
Description Tag	ABC Steel Castings is a vertically integrated foundry providing services from engineering and prototype to customized production cycle tailored to your needs.
<h1> Header 1 Tag	Steel Casting Company
<h2> Header 2 Tag	Casting Foundry
<h2> Header 2 Tag	Sand Castings
Image Alt Tag #1	Steel Casting Company
Image Alt Tag #2	Casting Foundry
Image Alt Tag #3	Sand Castings



Keyword Parameters Document

Keyword Parameters Document Revision 2.1 OCT 20,2020		Body Text	450 Words – Use “steel casting company” towards top and bottom of page once.
A1			
Primary Keyword Phrase	Steel Casting Company		
Secondary Keyword Phrase	Casting Foundry		
URL	https://www.steel.com/steel-casting-company/		
Canonical Link	https://www.steel.com/steel-casting-company/		
Page Title	Steel Casting Company & Foundry ABC Steel Castings		
Description Tag	ABC Steel Castings is a vertically integrated foundry providing and prototype to customized production cycle tailored to your needs.		
<h1> Header 1 Tag	Steel Casting Company		
<h2> Header 2 Tag	Casting Foundry		
<h2> Header 2 Tag	Sand Castings		
Image Alt Tag #1	Steel Casting Company		
Image Alt Tag #2	Casting Foundry		
Image Alt Tag #3	Sand Castings		
Body Text	450 Words – Use “steel casting company” towards top and bottom of page once.		
			
Readability Score definition 25.3 Very difficult Target 50.0 The language of your text may be too hard to understand for your audience. Try using simpler words and shorter sentences.		Readability Score definition 25.3 Very difficult Target 50.0 The language of your text may be too hard to understand for your audience. Try using simpler words and shorter sentences.	
Target keywords Core of your text and all recommendations. Use these keywords at least once.		Target keywords Core of your text and all recommendations. Use these keywords at least once.	
steel casting company		steel casting company	
Recommended keywords Enrich your text with these keywords to get better SEO results.		Recommended keywords Enrich your text with these keywords to get better SEO results.	
steel casting stainless steel high quality alloy steels cnc machining nickel based alloys casting company carbon steels sand casting investment casting quality cast cast parts metal cast wide range steel products		steel casting stainless steel high quality alloy steels cnc machining nickel based alloys casting company carbon steels sand casting investment casting quality cast cast parts metal cast wide range steel products	



Link Strategy

Domain Authority	Source Domain	Target URL	Anchor	No follow	Toxic Score
72	www.dandb.com	www.abcsteel.com	Steel Casting Company	FALSE	5
61	qconline.com	www.abcsteel.com/castings	Steel Castings	FALSE	10
57	www.saukvalley.com	www.abcsteel.com/about	About ABC Steel	FALSE	6
50	www.rcreader.com	www.abcsteel.com/stainless	Stainless Steel Castings	FALSE	9
45	www.gotoauction.com	www.abcsteel.com/castings	Steel Castings	FALSE	7
44	www.maineantiquedigest.com	www.abcsteel.com	Casting Company	FALSE	15
42	www.yundle.com	www.abcsteel.com	Steel Casting Company	FALSE	10
29	www.auctionactionnews.com	www.abcsteel.com	Casting Company	FALSE	15
26	www.cockshutt.com	www.abcsteel.com/castings	Steel Casting Company	FALSE	12
20	blackdiamondringnoka.blogspot.com	www.abcsteel.com/about	Steel Foundry	FALSE	25
20	ritassewfun.blogspot.com	www.abcsteel.com/stainless	Stainless Steel Castings	FALSE	13
17	www.bedframemanufacturers.com	www.abcsteel.com/castings	Custom Castings	FALSE	21

Type of Site	Submission Type	Target URL	Anchor
Industry Blogs	Blog Article	www.abcsteel.com/castings	Steel Castings
Castings Associations	Blog Article	www.abcsteel.com/about	About ABC Steel
Metal Casting Blogs	Case Study Submission	www.abcsteel.com/stainless	Stainless Steel Castings



Link Strategy (Directories)

	A	B	C
1	ThomasNet Category List	Link	New Link
2	Assemblies	https://abcsteel.com/die-cast-assemblies/	
3	Castings	https://abcsteel.com/	
4	Castings & Assemblies	https://abcsteel.com/ https://abcsteel.com/die-cast-assemblies/	
5	Castings: Alloy	https://abcsteel.com/ https://abcsteel.com/zinc-alloy-properties/	
6	Castings: Die	https://abcsteel.com/	https://abcsteel.com/die-casting-services/
7	Castings: Die, Zinc	https://abcsteel.com/	https://abcsteel.com/zinc-advantages/
8	Castings: Hardware	https://abcsteel.com/window-door-hardware/	
9	Castings: Heavy or Large	https://abcsteel.com/	https://abcsteel.com/zinc-diecast-products/
10	Castings: High Pressure	https://abcsteel.com/	https://abcsteel.com/zinc-diecast-products/
11	Castings: Industrial	https://abcsteel.com/	https://abcsteel.com/zinc-diecast-products/
12	Castings: Machined	https://abcsteel.com/machining-services/	
13	Castings: Machinery	https://abcsteel.com/	https://abcsteel.com/precision-die-casting/
14	Castings: Precision	https://abcsteel.com/	https://abcsteel.com/precision-die-casting/
15	Castings: Prototype	https://abcsteel.com/prototype-zinc-diecastings/	https://abcsteel.com/prototype-zinc-diecastings/
16	Castings: Small Components	https://abcsteel.com/	https://abcsteel.com/zinc-diecast-parts/
17	Castings: Zinc	https://abcsteel.com/	https://abcsteel.com/zinc-diecast-products/
18	Handles	https://abcsteel.com/	



Technical Parameters Document

Technical Parameters Document | Revision 2.1 | OCT 20,2020



Item	Definition or Rule
Canonical Usage	<ul style="list-style-type: none"> Every page must have a canonical tag that matches the URL of the page. If duplicate pages exist, use canonicals to eliminate duplicate pages by using first canonical URL and duplicate across designated pages. Canonicals must be loaded in advanced tab of Yoast in WP Pages
Speed Test	<ul style="list-style-type: none"> All pages must load within 3.0 secs All pages must minimally meet Google Page Speed Score of 65/100 Pages must be tested in "mobile mode" only.
WP Speed Enhancement Plugins	<ul style="list-style-type: none"> Autoptimize to be installed, configured and tested Additionally, install WP ROCKET Plugin
Global Page Title Tag	<ul style="list-style-type: none"> Global tagging must be turned off
Indexing/Follow	<ul style="list-style-type: none"> Master index tag must be set to allow Google to index site and follow all links Non-essential pages may be allowed to have indexing turned off but allow follow links
SEO Plugin	<ul style="list-style-type: none"> Yoast must be installed and tested for all pages
H1 Tag <h1>	<ul style="list-style-type: none"> Each page must have only 1 h1 tag and contain the target keyword phrase
H2 tags <h2>	<ul style="list-style-type: none"> Each page will use h2 tags for each content section of main text
Description Tag	<ul style="list-style-type: none"> All pages must have description tags
Images	<ul style="list-style-type: none"> Must be alt text All images must be optimized Use keywords to match the image
Privacy Policy	<ul style="list-style-type: none"> Site must have a privacy policy
Table of Contents	<ul style="list-style-type: none"> Site must have a table of contents
XML Sitemap	<ul style="list-style-type: none"> Must be generated and submitted to search engines
Google Search Console	<ul style="list-style-type: none"> An account must be created and verified Each page must be indexed
Bing Webmaster Tools	<ul style="list-style-type: none"> An account must be created and verified Site map must be submitted
Yandex Webmaster Tools	<ul style="list-style-type: none"> An account must be created and verified Site map must be submitted
Google Tag Manager	<ul style="list-style-type: none"> Site must upgrade to have Google Tag Manager installed
Google Analytics	<ul style="list-style-type: none"> Account must be created If one exists, implement account number into tag manager
Hot Jar	<ul style="list-style-type: none"> Create a basic heat map account Install into Tag manager


Item	Definition or Rule
Canonical Usage	<ul style="list-style-type: none"> Every page must have a canonical tag that matches the URL of the page. If duplicate pages exist, use canonicals to eliminate duplicate pages by using first canonical URL and duplicate across designated pages. Canonicals must be loaded in advanced tab of Yoast in WP Pages
Speed Test	<ul style="list-style-type: none"> All pages must load within 3.0 secs All pages must minimally meet Google Page Speed Score of 65/100 Pages must be tested in "mobile mode" only.
WP Speed Enhancement Plugins	<ul style="list-style-type: none"> Autoptimize to be installed, configured and tested Additionally, install WP ROCKET Plugin
Global Page Title Tag	<ul style="list-style-type: none"> Global tagging must be turned off
Indexing/Follow	<ul style="list-style-type: none"> Master index tag must be set to allow Google to index site and follow all links Non-essential pages may be allowed to have indexing turned off but allow follow links
SEO Plugin	<ul style="list-style-type: none"> Yoast must be installed and tested for all pages
H1 Tag <h1>	<ul style="list-style-type: none"> Each page must have only 1 h1 tag and contain the target keyword phrase
H2 tags <h2>	<ul style="list-style-type: none"> Each page will use h2 tags for each content section of main text
Description Tag	<ul style="list-style-type: none"> All pages must have description tags

Technical Parameters Document

Technical Parameters Document | Revision 2.1 | OCT 20,2020

Item	Definition or Rule
Canonical Usage	<ul style="list-style-type: none">• Every page must have a canonical tag that matches the URL of the page.• If duplicate pages exist, use canonicals to eliminate duplicate pages by using first canonical URL and duplicate across designated pages.• Canonicals must be loaded in advanced tab of Yoast in WP Pages
Speed Test	<ul style="list-style-type: none">• All pages must be optimized• All pages must be tested• Pages must be tested on a regular basis
WP Speed Enhancement Plugins	<ul style="list-style-type: none">• Autoptimize• W3 Total Cache• Additionally, in the future, we will be using a caching plugin
Global Page Title Tag	<ul style="list-style-type: none">• Global tagging
Indexing/Follow	<ul style="list-style-type: none">• Master index tag
SEO Plugin	<ul style="list-style-type: none">• Non-essential• Yoast must be used
H1 Tag <h1>	<ul style="list-style-type: none">• Each page must have a H1 tag
H2 tags <h2>	<ul style="list-style-type: none">• Each page will have H2 tags
Description Tag	<ul style="list-style-type: none">• All pages must have a description tag
Images	<ul style="list-style-type: none">• Must be reduced in file size to max compression without quality loss• All images must have an alt tag associated with the image including graphic elements• Use keyword phrases when appropriate but do not add keywords to images that do not match the keyword.
Privacy Policy	<ul style="list-style-type: none">• Site must have a privacy policy with link at bottom of all pages.
Table of Contents	<ul style="list-style-type: none">• Site must have a page to list all pages of the site with links to every page
XML Sitemap	<ul style="list-style-type: none">• Must be created and uploaded to Google Search Console
Google Search Console	<ul style="list-style-type: none">• An account must be created for all variations of the site including http and https versions and versions of www and non-www.• Each account must preference the proper prefix for example: https://www.abcsteel.com
Bing Webmaster Tools	<ul style="list-style-type: none">• An account must be created and validated• Site map must be submitted within account
Yandex Webmaster Tools	<ul style="list-style-type: none">• An account must be created and validated• Site map must be submitted within account
Google Tag Manager	<ul style="list-style-type: none">• Site must upgrade to have Google Tag Manager installed
Google Analytics	<ul style="list-style-type: none">• Account must be created• If one exists, implement account number into tag manager
Hot Jar	<ul style="list-style-type: none">• Create a basic heat map account• Install into Tag manager

Technical Parameters Document



Item	Definition or Rule
HTTPS	<ul style="list-style-type: none">• Site must have SSL Certificate• Pages must be checked to avoid “mixed Content Issues” Where an Https page points to or connects to an http page.
Internal Links	<ul style="list-style-type: none">• All pages must have a minimum of two links, preferably more• All internal links must have an alt tag including keyword anchor text• Test all links to make sure 100% are working
301 Redirects	<ul style="list-style-type: none">• All new pages must use 301 redirects to new URLs (Not 302)• Test redirect to ensure no redirect chains or loops are present
URLs	<ul style="list-style-type: none">• Rename all autogenerated URL with Permalinks that contain keywords• Do not allow URLs to have dynamic parameters like (?) or Irrelevant characters• URL should not exceed 75 Characters in length
Page Size	<ul style="list-style-type: none">• Pages should not exceed 2080 KB (desktop) or 1880 KB (mobile)
Crawl Depth	<ul style="list-style-type: none">• Pages should not have a crawl depth higher than 3
Pagination	<ul style="list-style-type: none">• Ensure that pages with page 2,3,4 are paginated correctly
Google My Business	<ul style="list-style-type: none">• Complete the profile 100%• Add product pages• Add Photos and Videos• Ask Questions and Answer Them• Reply to all Reviews (Good and Bad)

Most Common Mistakes

Mistakes in Broken Codes:

1. 4xx errors

4xx codes mean that a page is broken and cannot be reached. They can also apply to working pages when something is blocking them from being crawled.

2. Pages not crawled

This occurs when a page cannot be reached for one of two reasons:

- 1) the response time of your website is over five seconds; or
- 2) your server denied access to the page.

3. Broken internal links

These are links that lead users to pages to a non-functioning page, which can damage UX and SEO.

4. Broken external links

These are links that lead users to pages that don't exist on another site, which sends negative signals to search engines.

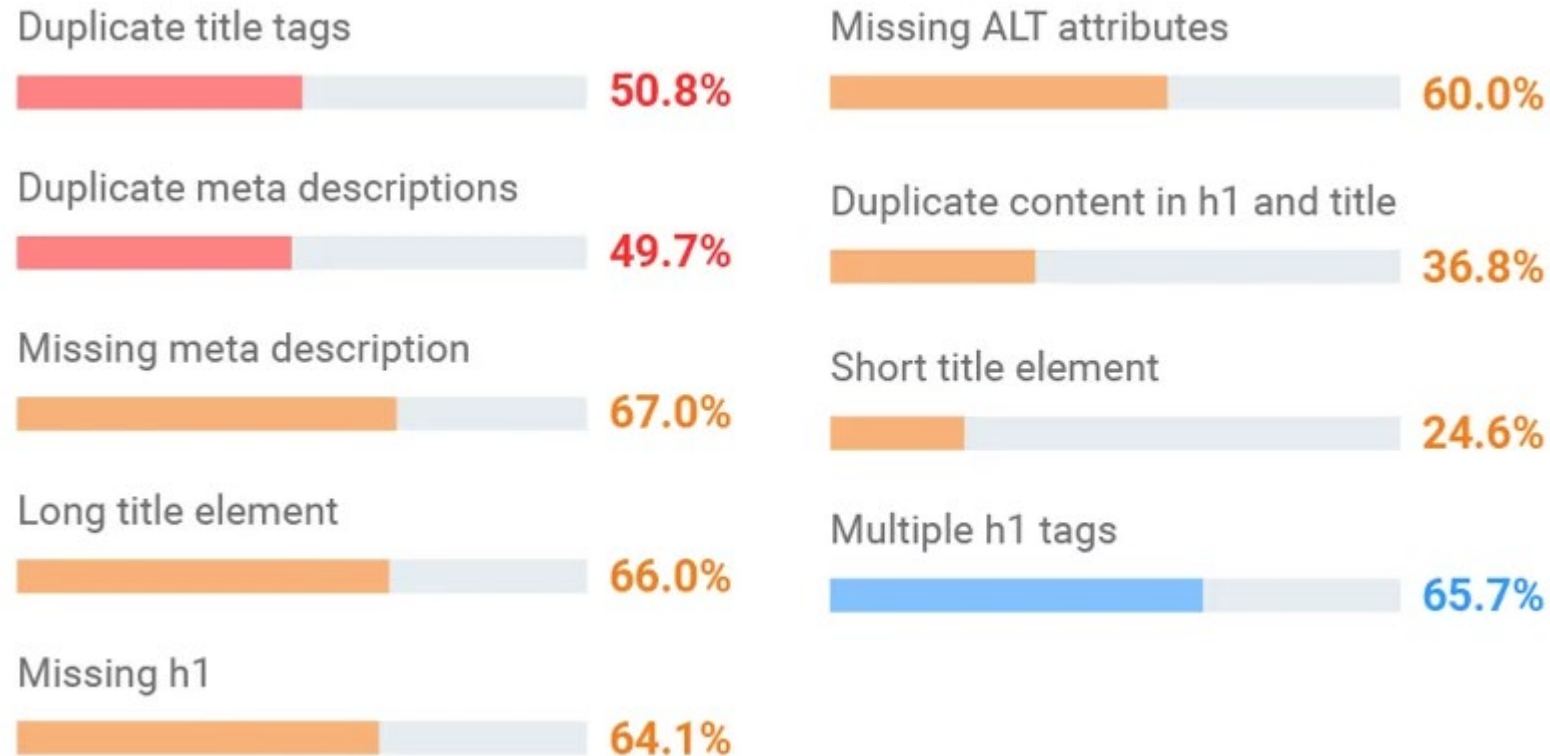
5. Broken internal images

This is flagged when a picture file no longer exists, or its URL is misspelled.



Most Common Mistakes

Under-optimizing Meta Tags:



Most Common Mistakes

Meta Tag Mistakes:

- **1. *Duplicate title tags and meta descriptions***

Two or more pages with the same titles and descriptions make it difficult for search engines to properly determine relevance and, in turn, rankings.

- **2. *Missing H1 tags***

H1 tags help search engines determine the topic of your content. If they are missing, there will be gaps in Google's understanding of your website.

- **3. *Missing meta descriptions***

Well-written meta descriptions help Google understand relevance and encourage users to click on your result. If they are missing, click-through rates can fall.

- **4. *Missing ALT attributes***

ALT attributes provide search engines and visually impaired people with descriptions of the images in your content. Without them, relevance is lost and engagement can suffer.

- **5. *Duplicate H1 tags and title tags***

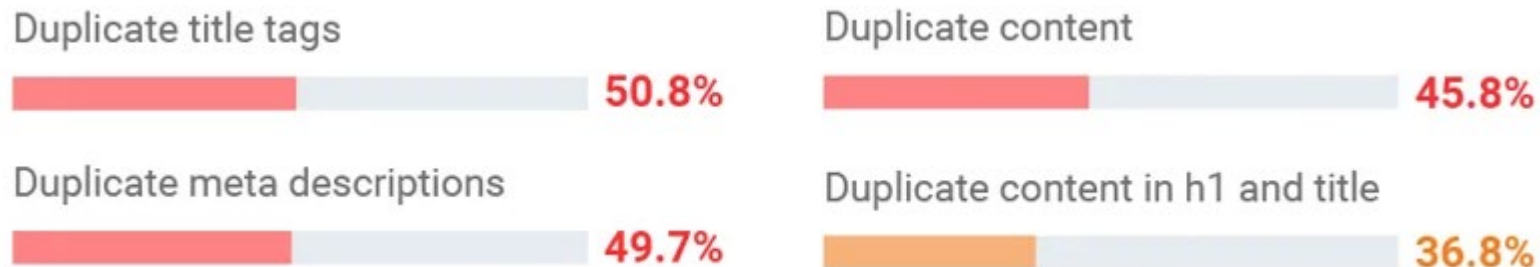
When H1 tags and title tags are the same on any given page, it can look over-optimized and it can mean opportunities to rank for other relevant keywords have been missed.



Most Common Mistakes

Duplication:

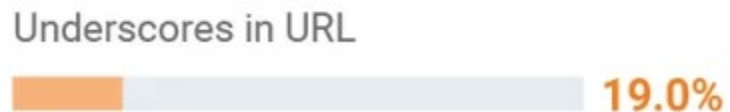
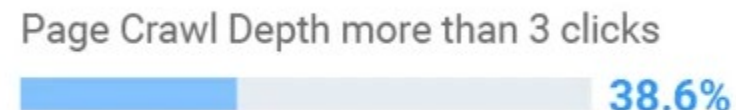
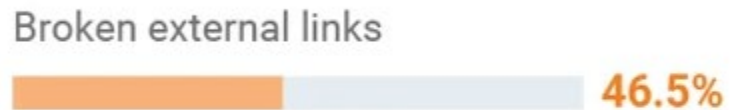
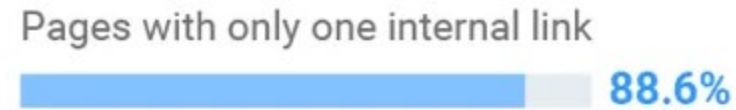
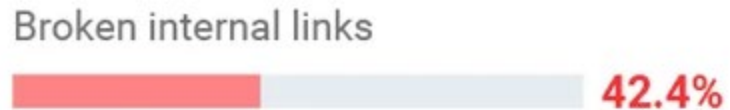
- Duplicate content has the capacity to damage your rankings - and potentially for a while.
- You should steer clear of duplicating any kind of content from any kind of site out there, whether they are a direct competitor or not.
- Look out for duplicate descriptions, paragraphs and entire sections of copy, duplicate H1 tags across multiple pages and URL issues, such as www and non-www versions of the same page.



Most Common Mistakes

Neglecting Internal and External Link Optimization:

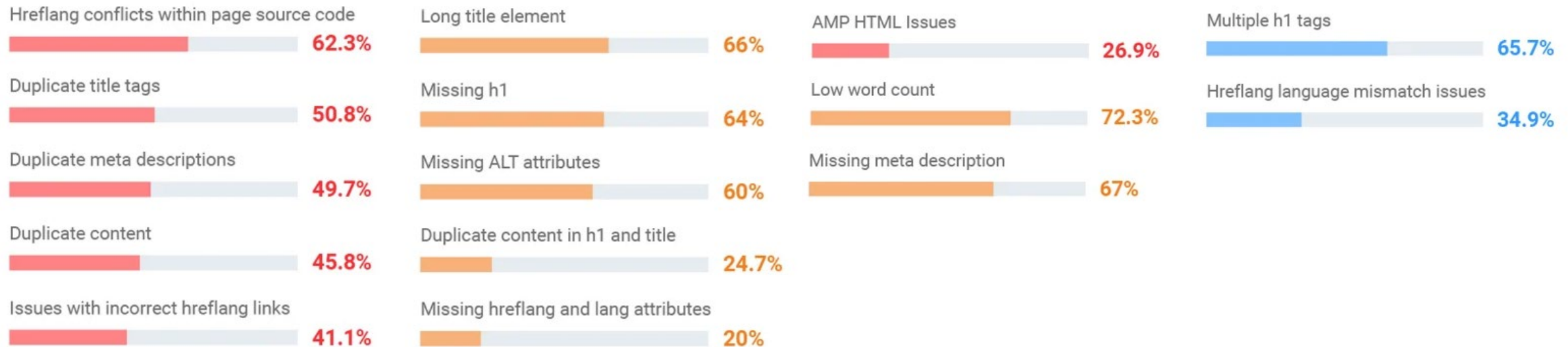
- The links that guide your visitors in and out of your customer journeys can damage your overall user experience and, in turn, your search performance. Google simply will not rank sites that deliver a poor user experience.



Most Common Mistakes

Indexing Problems:

- There are many factors that can prevent your website from being indexed, even if you seem to have no issues with crawlability. .



Creating Effective SEO Elements

- 1) Page Titles**
- 2) Description Tags**
- 3) Heading Tags**
- 4) Creating Quality Content**



Page Titles

The page title code is the single most important code for SEO on your page.

- 1) **Length:** Titles are best if they fall between 35-60 Characters (Max 600 Pixels)
 - Too short are bad - Too Long are Bad
- 2) **Keyword Placement:** Keyword Phrase should always be first
- 3) **Keyword Usage:** Only use the keyword once in a page title
- 4) **Add differentiators to help improve relevancy:**
 - Secondary Keyword - City or State for Location - Review / For Sale / - Company name Last
- 5) **Long Tail Page Titles:** Best used in Blog Posts



Page Titles

On-Page SEO: Anatomy of a Perfectly Optimized Page

backlinko.com/on-page-seo

Jul 27, 2014 - **On page SEO** doesn't have to be difficult. In this guide I show you actionable strategies you can use to get more search engi

Best for SEO

SEO 101: Getting The On-Page SEO Basics - Search ...

www.searchenginejournal.com/seo-101-getting-page-seo-basics/97871/

Apr 11, 2014 - If you don't get the basics of **on-page SEO** right, you have very little chance of securing top spots for competitive key phrases, even if you've got ...

Not Ideal

The 9 On-Page SEO Elements You Need In 2014 - Forbes

www.forbes.com/sites/.../the-9-on-page-seo-elements-you-need-in-2014/

Not Bad

Apr 20, 2014 - With so many significant changes in the world of **SEO** over the past year, it can be hard for non-**SEO** professionals to keep track of what's still ...

Good Examples:

Anvil Covers and Urethane Rotary Die Cutting Blankets

Contour Roll Forming Machines - Erie Press Systems

Bad Examples:

Home | ABC Steel Company

ABC Steel Company | Products



Description Tags

Not a ranking factor but help with Click Through rate.



www.homedepot.com › Tools › Power Tools › Drills ▼

[Cordless - Drills - Power Tools - The Home Depot](#) ✓

Get free shipping on qualified **Cordless Drills** or Buy Online Pick Up in Store today in the Tools Department.

[Milwaukee](#) · [Black+decker](#) · [Dewalt](#) · [Ryobi](#)

www.consumerreports.org › ... › Cordless Drills ▼

[Best Cordless Drills of 2020 - Consumer Reports](#) ✓

Sep 22, 2020 — We translate those readings into scores for **power**, speed, and run time. Our top 10 **cordless drills** are listed here in alphabetical (not rank) order ...

www.lowes.com › ... › Buying Guide › Tools ▼

[Power Drill Buying Guide | Lowe's](#) ✓

Oct 9, 2020 — **Power**, mobility and weight are all considerations in choosing a **drill**. A **cordless drill** offers high mobility and a wide range of available features.



Description Tags

Not a ranking factor but help with Click Through rate.

- 1) **Think like your customer!** What are they looking for?
- 2) **Length:** It's best to keep meta descriptions long enough that they're sufficiently descriptive, so we recommend descriptions between 50–160 characters. (900 Pixels)
- 3) **Keyword Usage:** Only use the keyword once in the description but include location city state for local search.
- 4) **Grab Their Attention:** Set their expectation and create a description that makes them want to come into your site.



Heading Tags

They can indirectly influence your rankings by making your content easier and more enjoyable for visitors to read.

1. Use Headers to Provide Structure

- Your H1 introduces the topic your page is all about, just as a title tells a reader what a book is all about.
- The H2s are akin to book chapters, describing the main topics you'll cover in sections of the article.
- Subsequent headers, H3s to H6s, serve as additional sub-headings within each section, just as a book chapter may be split up by multiple sub-topics.

2. Use Headers to Break Up Text

- The data backs up these claims. Only **16%** of internet users read an article word-for-word. The rest are scanning.
- Act as reading speed Bumps.

3. Only one H1 Tag but Multiple H2 Tags

- Google only reads the first H1 tag on a page
- Make sure the H1 Tag is not wrapped around your logo



Heading Tags

1. Include Keywords in your heading tags

- While headers are not going to have as large an impact on your SEO as a backlink from an authoritative site, Google still looks at them to gather context for your page.
- Don't Keyword Stuff! Your page should be readable first and foremost, and naturally include keywords.

2. Don't Duplicate your Page Title

- The H1 tag should include your keyword tag but should not be the duplicate content as your page title.

3. Make them Interesting

- Keeps users attention
- Reduces scanning



Heading Tags

AMG IS the Longest-Standing Metallic Gasket Manufacturer in the World.

Gaskets have been an important part of AMG since the very beginning; so much so that this is reflected in our name. AMG was established in 1904 as Akron Metallic Gaskets, and this business segment has been a foundation of our business ever since.

Overview

Why do I need a gasket?

Understanding it is typically not economical to obtain fluid-tight joints by machining, a gasket is commonly inserted between the contact faces of a joint. Tightening the fastening bolts causes the gasket material to flow into minor imperfections resulting in a fluid-tight seal.

The single-most indispensable element in every worthwhile product is the sincerity and fidelity of its maker.

For over 100 years, AMG has carried on with the task of carefully selecting the right materials, the right processes and the right people to present our customers with a superior level of craftsmanship. Our team is committed to providing you with the best gasket to meet your sealing needs.



How do I choose the right gasket?

Please review and/ or download the listed reference materials to better understand an appropriate approach to your gasket needs. The information provided is intended only as a general overview of the factors involved in the proper application of a gasket-type seal. AMG's Engineering Team is at the ready and would welcome the opportunity to put their experience to work for you in solving specific sealing problems.

[Gasket Design Configurations PDF](#)



URL Structure

When it comes to your website, your URLs are often the first thing Google and customers will see.

URLs are also the building blocks of an effective site hierarchy, passing equity through your domain and directing users to their desired destinations.

They can be tricky to correct if you don't plan ahead, as you can end up with endless redirect loops. Neither Google nor your site visitors will appreciate those.



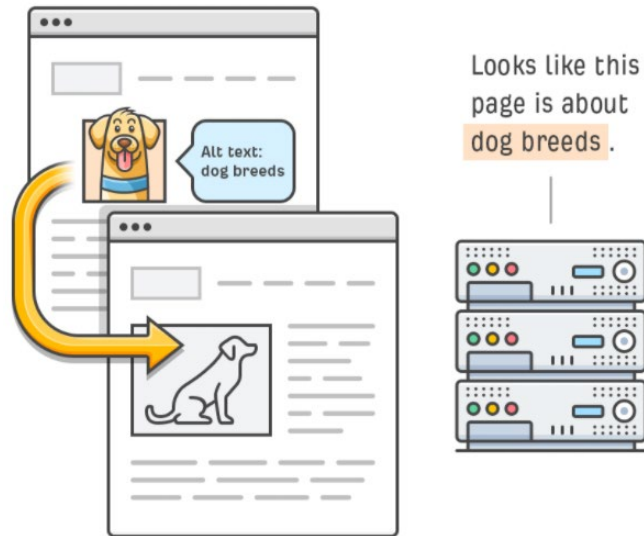
URL Structure

1. **Include keywords in your URL:** www.abc.com/keyword-phrase
2. **Use – Dashes not Underscores _**
3. **Not Too Long Not Too Short:** Shorter URLs are, generally speaking, preferable. You don't need to take this to the extreme, and if your URL is already less than 50-60 characters, don't worry about it at all. But if you have URLs pushing 100+ characters, there's probably an opportunity to rewrite them and gain value.
4. **Eliminate Dynamic Elements:**
 - Lower click-through rate in the search results, in emails, and on forums/blogs where they're cut and pasted
 - A greater chance of cutting off the end of the URL, resulting in a 404 or other error when copying/pasting
 - Lower keyword relevance and keyword prominence
 - Does not typically create an accurate expectation of what the user will see prior to reaching the page

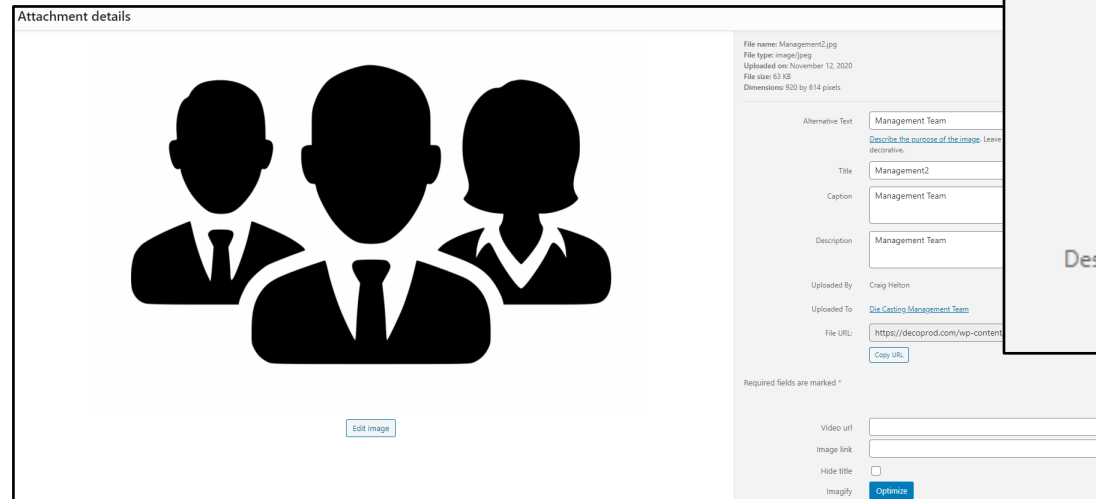
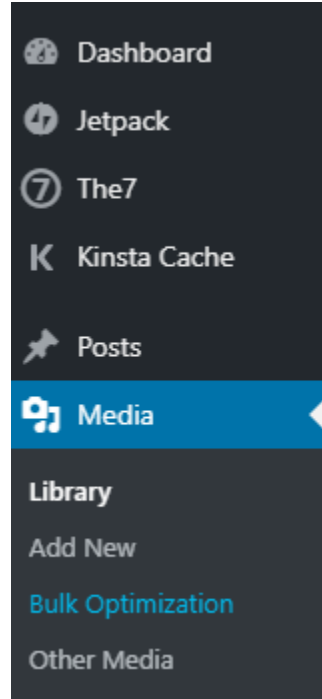


Alt Image Tags

1. Alt text improves accessibility
2. Incorporate keywords into your alt tags if they match the image
3. Google focuses on the first 3 instances of alt tags per page
4. They help you ranking in Google image search
5. Alt text serves as anchor text for image links



Alt Image Tags - WordPress



Alternative Text	<input type="text" value="Management Team"/>
	Describe the purpose of the image. Leave empty if the image is purely decorative.
Title	<input type="text" value="Management2"/>
Caption	<input type="text" value="Management Team"/>
Description	<input type="text" value="Management Team"/>



Tools to Help You



Title10
TITLE HERE
Tip: [Google limits SERP titles by pixel width, not by character count](#)

Description16
Description Here

URL
URL Here
Example: [www.seomofo.com/snippet-optimizer.html](#)

Display Options

☒ Google SERP Simulator
☐ Sponsored Links (top)
☐ Sponsored Links (right)
☒ Organic Results
☐ Add rich snippet text
☐ Add a date
☐ Bold words

Notes

TIP:
If you select the **Add a date** checkbox, today's date will be filled in automatically.

If you plan on publishing your web page at a later date, you can still edit the date input field manually.

In most cases, the date Google shows in the SERP snippet will match the date it found in your

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

[Web History](#) | [Search settings](#) | [Sign in](#)



Search

About 1,050,000 results (0.36 seconds)

[Advanced search](#)

Everything

Blogs

News

More

All results

[Related searches](#)

[Wonder wheel](#)

[Timeline](#)

More search tools

[How to Design a Custom Twitter Background Image](#)

<https://seomofo.com/antisocial.../how-to-design-a-custom-twitter-background-image/>

This guide shows you how to design a custom Twitter background image that looks great on any screen resolution and sends a professional first impression.

TITLE HERE

URL Here

Description Here

[WordPress Comments Slow Down Page Speed](#)

<https://seomofo.com/wordpress/wordpress-comments-slow-down-page-speed/>

Feb 1, 2010 – Enabling comments and custom Gravatars on your WordPress blog can encourage visitors to participate, but it also negatively impacts your ...

<https://seomofo.com/snippet-optimizer.html>



1 2 3 4 5 6 7 8 9 10

[Next](#)



DMS | Digital Marketing Strategies, LLC

Creating Quality Content

The content you put on a page is critical to how you rank for a given keyword search and affects how your audience views your company and its ability to solve their needs.

You must address what your audience is looking for and not just transcribe your brochure to the website. Remember a brochure already has the attention of a target audience where as the digital world is a wider net of people shopping for answers.

Content can increase the target users interest and trust in a company and can drive them to contacting you as a lead or sale. Poor execution will hurt search visibility and how new prospects view your business.



Creating Quality Content

Tips and Guides

Good content needs more than 300 words minimally or else it may be deemed thin content.

The right amount is not set for all pages. It is based on the competitiveness of other websites, specifically the top ranking sites.

Good content should have the target keywords in the text, preferably at the beginning and end of the body text.

Bad content either doesn't include the target keyword or uses it so many times it gets penalized and turns off the reader.

Creating Quality Content

Good content addresses the intent of the searcher. Am I buying? Am I getting information? Or am I learning about a subject?

Good Content is organized... It should make the delivered information look easy to read and understand and be complete enough to get the user to take action.

Good Content uses images to break up text and add interest to the page.

Videos also add interest and keep a user on the page longer (Dwell Time)





RO Membrane Cleaning

Overview

RO Membrane Cleaning

Rather than replacing your poor performing membranes, why not clean them? Over time, reverse osmosis membranes will become loaded with particulates, organics and other foulants. Eventually, enough debris will load the membrane and reduce the ability to pass water, thus reducing efficiency, production and quality.

All Water Systems provides reverse osmosis membrane cleaning to restore the membranes to near factory specifications. Our unique cleaning process utilizes proprietary chemicals with quality checks throughout the process to provide exceptional results. Pre and post testing analysis of the membranes confirms results and provides a blueprint to customize your cleaning program. This information provides you with better monitoring of your RO system, reduced downtime costs and helps you budget for replacement membranes in advance.



The All Water Advantage

Working with you to understand your equipment, AWS develops service records to monitor your system and provide enhanced reliability. The AWS Advantage is realized through fully stocked service vehicles, quick response time, and quality service by trained technicians.

Benefits

- ✓ Increase membrane life
- ✓ Reduce the frequency of expensive membrane replacement
- ✓ Improve permeate flow rate, differential pressure, and quality
- ✓ Reduce labor, energy costs, and downtime

Optional Features

- ✓ Membrane preservative
- ✓ Rental membranes
- ✓ Removal and replacement
- ✓ Used membranes for sale

Elements

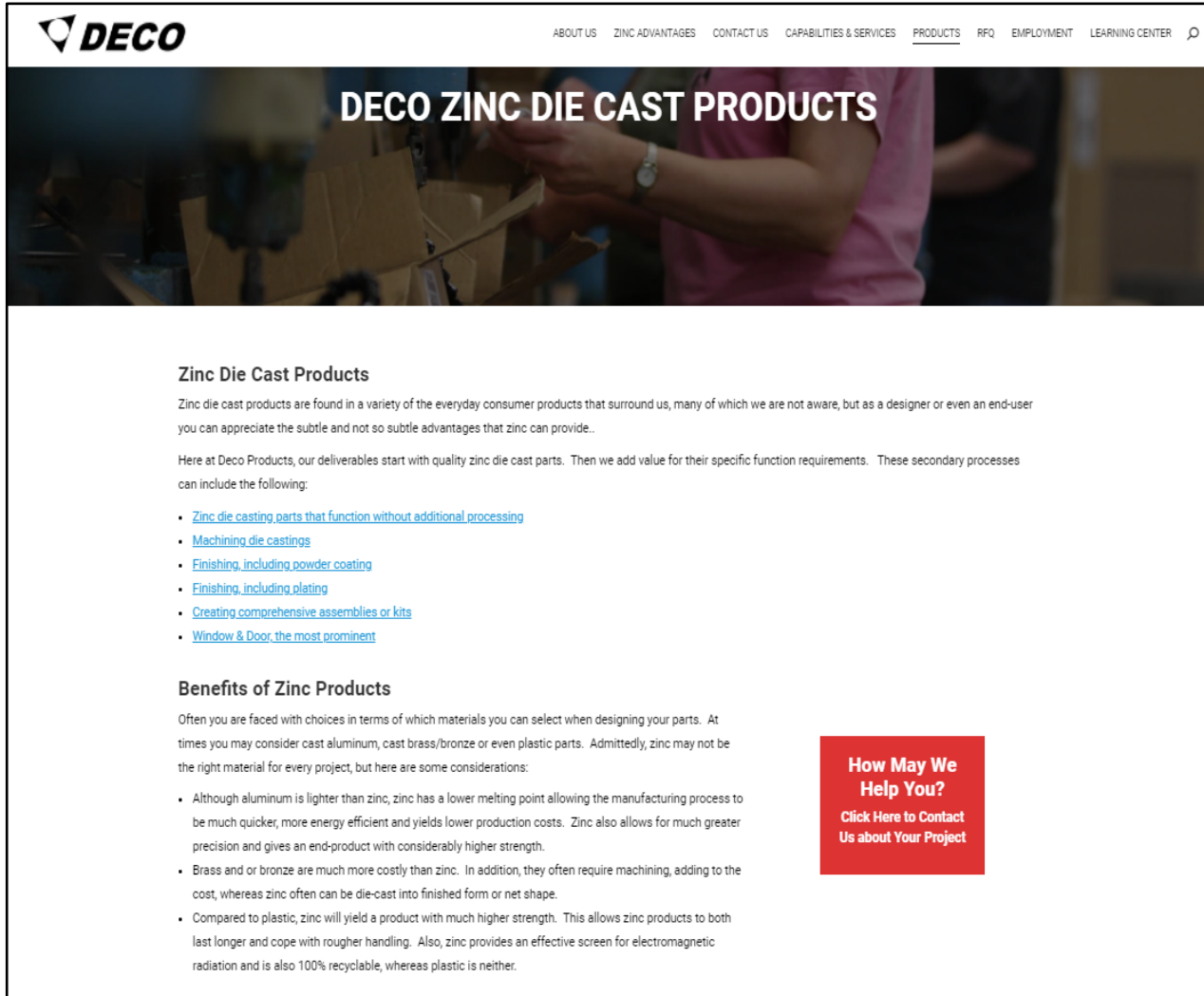
Concise but robust content to explain a product service or capability

Video to add more detail

Bullet points for users looking for main points

Easy to read copy that isn't too complicated but demonstrate expertise of the subject matter.





Elements

Organized content using headers to break up text

Bullet points and links to other pages

Attention getting “call To Actions” get people to move to other pages



METAL INJECTION MOLDING MATERIALS

Home > Metal Injection Molding > Metal Injection Molding Materials

Materials

Stainless Steel

(17-4PH, 316L, 310, 420, 440)

[VIEW PROPERTIES](#)

Low Alloy Steels

(2200, 2700, 4140, 4340, 4605, 8620, 52100)

[VIEW PROPERTIES](#)

Tool Steels

(S7, A2, M2, M4, T15)

[VIEW PROPERTIES](#)

The Metal Injection Molding (MIM) process can produce a wide variety of structural materials that are common in military, medical, automotive, industrial, and aerospace applications. Metal injection molding's raw material is called feedstock. Feedstock is a mixture of powder metal and polymer specifically blended to create different metal parts.

Metal Injection Molding materials have been designed to achieve high densities, withstand the complex debinding and sintering process. Our materials also mirror alloys developed for wrought products. The availability of metal powders facilitates the formulation of modified MIM alloys designed for specific applications.



APP Material Expertise

Material selection is a vital step in the design process. If you want your final product to outperform the competition, APP has got you covered. We offer:

- Onsite P.E Metallurgist and Material Scientists/Engineers
- Ability to manufacture customized feedstocks in-house
- Technical guidance for selecting powders

Elements

Organized content using headers to break up text

Tabs to display additional content with having to scroll down the page too far.



How to Capture Good Content

- 1) Sometimes assigning writing content is difficult**
- 2) People are focused on writing and not thinking about content but writing bullet points**
- 3) Consider recoding or interviewing a subject matter expert to capture how you realte to a customer.**



How to Capture Good Content



Use an online meeting program to interview the subject matter expert.

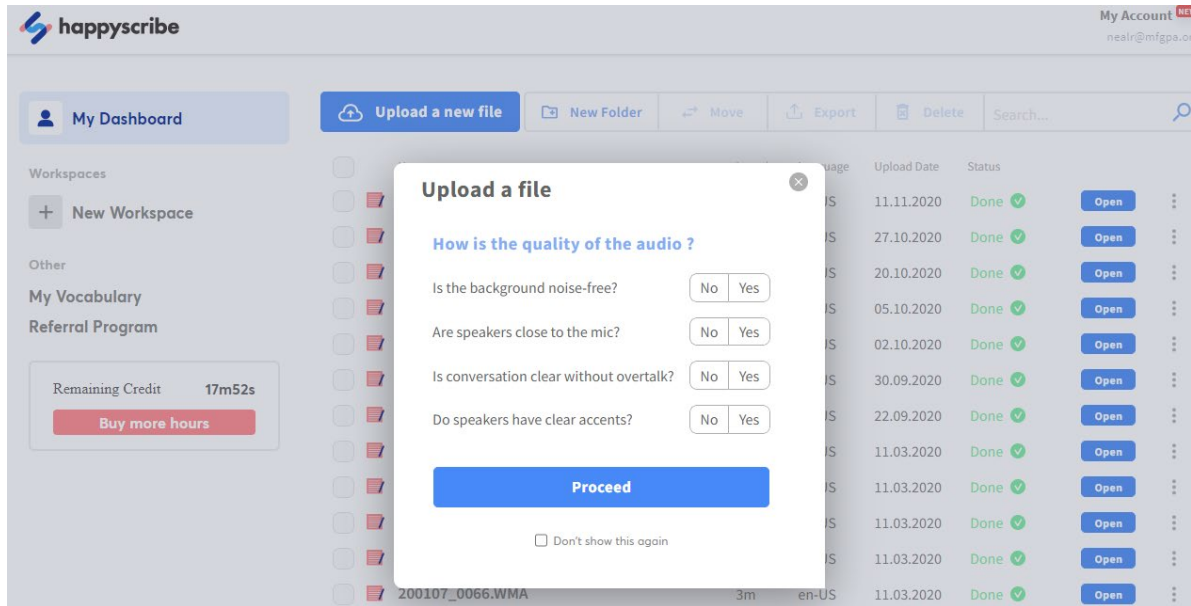
Sales Person
Engineer
Customer Service

Record the online session

Act like you are a new customer and have the interviewee talk about the subject you are writing about.



How to Capture Good Content



Use an online transcribing service to convert your recording into a word document

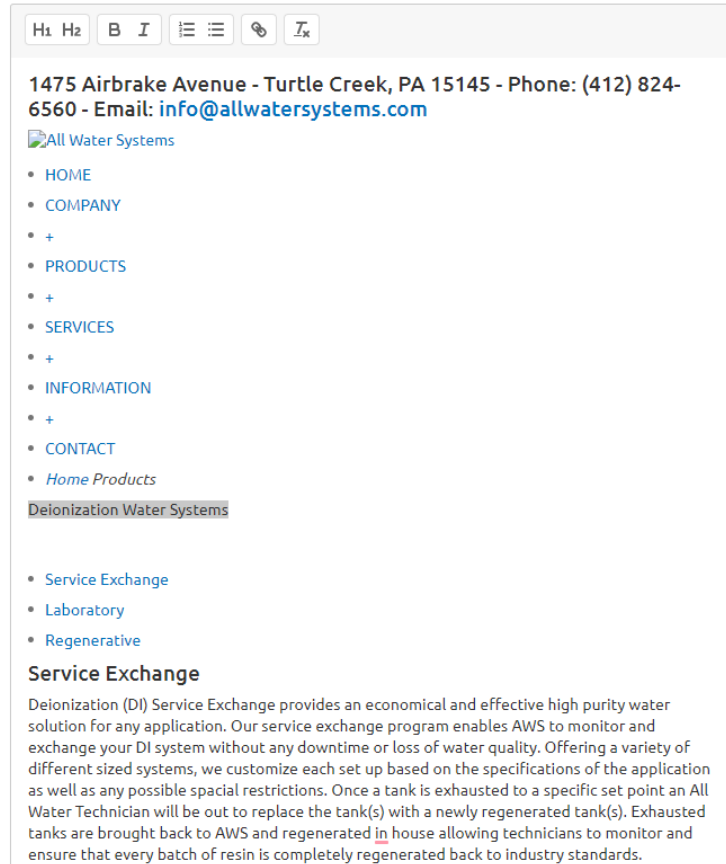
Clean up unwanted discussion from transcription

Send the copy to the writer or subject matter expert and have them develop copy from the answers captured in the document



How to Capture Good Content

Quick Checker



1475 Airbrake Avenue - Turtle Creek, PA 15145 - Phone: (412) 824-6560 - Email: info@allwatersystems.com

All Water Systems

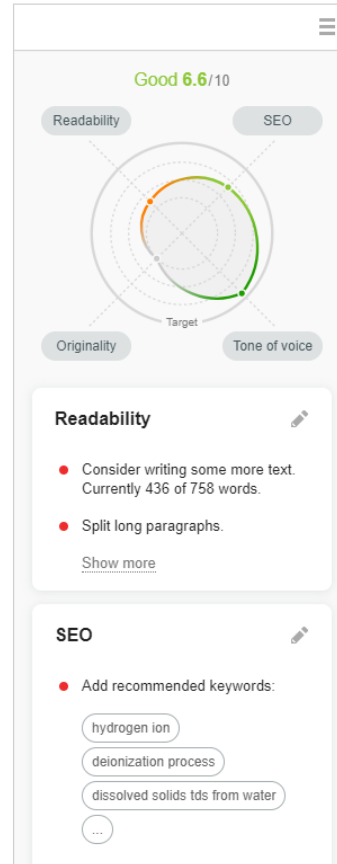
- HOME
- COMPANY
- +
- PRODUCTS
- +
- SERVICES
- +
- INFORMATION
- +
- CONTACT
- Home Products

Deionization Water Systems

- Service Exchange
- Laboratory
- Regenerative

Service Exchange

Deionization (DI) Service Exchange provides an economical and effective high purity water solution for any application. Our service exchange program enables AWS to monitor and exchange your DI system without any downtime or loss of water quality. Offering a variety of different sized systems, we customize each set up based on the specifications of the application as well as any possible spacial restrictions. Once a tank is exhausted to a specific set point an All Water Technician will be out to replace the tank(s) with a newly regenerated tank(s). Exhausted tanks are brought back to AWS and regenerated in house allowing technicians to monitor and ensure that every batch of resin is completely regenerated back to industry standards.



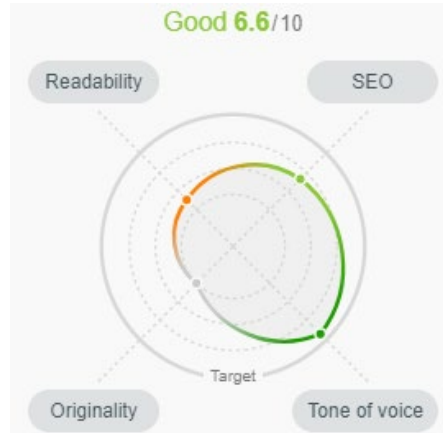
Enter your draft copy into a program like SEM Rush Writing Assistant

It will compare your text to the top ranking web pages for a given keyword

Optionally you can set whether it is more National SEO or Local Search



How to Capture Good Content



SEO

Target keywords

Core of your text and all recommendations. Use these keywords at least once.

deionization water systems

Recommended keywords

Enrich your text with these keywords to get better SEO results.

hydrogen ion deionization process

dissolved solids tds from water di water

anion resins reverse osmosis

high quality mixed bed

total dissolved solids tds water supply

deionization system di system

electrical charge water quality

pure water purified water

water systems deionized water

ion exchange resin high purity water

[Download extended recommendations from SEO Content Template](#)

Alt attribute issues

- Add alt attributes to your images.

Readability

Score definition

43.4 Difficult Target 50.0

The difficulty of your text corresponds to college education level. This is just about what your audience expects.

Words

436 Target 758

Reading time: 2 min

Title issues

- ✓ Title is present: "1475 Airbrake Avenue - Turtle Creek, PA 15145 - Phone: (412) 824-6560 - Email: info@allwatersystems.com"
- Your title is longer than 60 characters. It will be truncated when displayed in search results.

Content issues

- Split long paragraphs.
- 1 Deionization (DI) Service Exchange ...
- Rewrite hard-to-read sentences.
- 1 Exhausted tanks are brought back to...
- 2 All Water Systems is the area's leadi...
- 3 Once a tank is exhausted to a specifi...
- 4 Offering a variety of different sized s...
- 5 Each batch of regenerated ion excha...
- [Show less](#)
- Replace too complex words.
- 1 Regenerative
- 2 Deionization (x2)
- 3 regenerated (x4)
- 4 regeneration (x3)
- 5 Customizable
- 6 conductivity



How to Capture Good Content

Readability score definition

Readability is the ease with which a reader can understand a written text.

We use the Flesch reading-ease score formula. For English, this formula is shown below. For German, French, Spanish, Italian and Dutch, coefficients differ.

$$206.835 - 1.015 \left(\frac{\text{total words}}{\text{total sentences}} \right) - 84.6 \left(\frac{\text{total syllables}}{\text{total words}} \right)$$

The higher the score, the easier text is. Scores can be interpreted as shown in the table:

Score	School level	Notes
90 – 100	5th grade	Very easy to read. Easily understood by an average 11-year-old student.
80 – 90	6th grade	Easy to read. Conversational language for consumers.
70 – 80	7th grade	Fairly easy to read.
60 – 70	8th or 9th grade	Plain language. Easily understood by 13- to 15-year-old students.
50 – 60	10th to 12th grade	Fairly difficult to read.
30 – 50	College	Difficult to read. You
0 – 30	College graduate	Very difficult to read. Best understood by university graduates.

Try to match the target readability, which is an average for your Google top 10 competitors.



Site Migration

- 1) Make a backup copy of the existing website**
- 2) Clear the entire web root folder of all existing files**
- 3) Make a list of all existing website URLs**
- 4) Create a 301 redirect list of old to new file URLs**
- 5) Implement a redirect script in your new web directory in the htaccess file.**



Site Migration Test

- 1) Test you new site (create a simple technical audit)**
- 2) Add the new site map in Google Search Console**
- 3) Monitor indexed pages in Google Search Console**
- 4) Type in old URLs and make sure they properly redirect.**



End of Session 4

Questions

Assistance

