

Onsite Search Engine Optimization

Onsite SEO is a vital part of a healthy online ecosystem. This article is a complete guide to optimize the page. We use Yoast, a WordPress plugin to help us check on these activities, however you don't need to use WordPress or Yoast to complete these items.

After performing keyword research, you need to have your keywords in six locations on your blog post or landing page:

1 – Make sure the **title** contains the key phrase (H1)

2 – Make sure the key phrase is also used in **subheadings** (H2 & H3)

3 – **Paragraphs** should contain the key phrase 2 – 4 times and should be a minimum of 300-500 words per page (P). Website pages that rank in the top ten spots are, on average, 1400 words. Don't be shy to make content long.

4 – Make sure that the key phrase is in the **alternative text for pictures**

5 – **SEO title (also known as a Meta Title)** – This is the title that shows when someone does a search. It is a way to help your page to come up in the search results organically. For this to be effective, there are a few things you always want your meta title (and meta description) to contain. By default, the SEO title is the page title, page name, a

separator then the site title. You can change this if you want to include other information to improve your optimization.

6 – Meta Description – The Meta Description is the brief description that comes up in search results that helps bring traffic to our site. This should be 2-3 sentences long. There is a line below the meta description that will change colors to indicate when the Meta description is a good length (green is good). (155 characters)

BONUS: You want to make sure that you create both an internal and outbound link:

* **Internal links** are links to other pages on your site or inbound links from other sites to your site. You can do this on sites like LinkedIn. Ask other professionals in the same industry to link to your site, or invite guest bloggers to write a post on your blog, then they can link to it from their site.

* **outbound links** are links to other websites. This helps to improve the credibility.

Yoast is a fantastic tool to help with onsite optimization and will give you direction to make your pages great.

1 – Add the Yoast plugin to your WordPress site. You can upgrade to a pro account for a small fee, but we use the free account. Add a focus key phrase that is pertinent to the page content.

Yoast SEO

SEO
Readability
Schema
Social

Focus keyphrase ?

Website Development


Get related keyphrases

Search appearance ^

Determine how your post should look in the search results.

Preview as:


☒ Mobile result ☐ Desktop result



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Author [JonJon](#)

Template [Default template](#)

Discussion [Closed](#)

Revisions [40](#)

Parent [None](#)

Order [0](#)

Yoast SEO ^

SEO analysis: **Good**

Readability analysis: **Good**

2 – Once you have that keyphrase, Yoast will help you with hints of what you can do to improve optimization. The goal is to get the circle next to the SEO tab to turn into a green smiley face. Please note, Yoast checks for more items that are technically required to rank. Getting a green smiley is going above and beyond!

3 – To get our smiley green circle, we need to focus on a few things. Let's Review!

- Make sure the title contains the key phrase
- Make sure the key phrase is also used in subheadings

- Paragraphs should contain the key phrase 2 – 4 times and should be at least 300-500 words per page.
- Make sure that the key phrase is in the alternative text for pictures.
- You want to make sure that you have both internal and outbound links
 - Internal links are links to other pages on your site.
 - outbound links are links to other websites. This helps to improve the credibility.
 - inbound links are links from other sites to your site. You can do this on sites like LinkedIn, ask other professionals in the same industry to link to your site, or invite guest bloggers to write a post on your blog then they can link to it from their site.



SEO analysis

Website Development



[+ Add synonyms](#)

[+ Add related keyphrase](#)

Yoast SEO Premium looks at more than just your main keyword. It analyzes different word forms, plurals, and past tenses. This helps your website perform even better in searches!

[Go Premium! ▶](#)

Analysis results

^ Problems (4)

- Keyphrase distribution: Have you evenly distributed your focus keyphrase throughout the whole text? [Yoast SEO Premium will tell you!](#)
- [Keyphrase in introduction](#): Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)
- [Keyphrase in subheading](#): [Use more keyphrases or synonyms in your H2 and H3 subheadings!](#)
- [Link keyphrase](#): You're linking to another page with the words you want this page to rank for. [Don't do that!](#)



^ Improvements (3)

- [Image Keyphrase](#): Out of 17 images on this page, only 2 have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of more relevant images!](#)
- [Keyphrase in SEO title](#): The exact match of the focus keyphrase appears in the SEO title, but not at the beginning. [Move it to the beginning for the best results.](#)
- [Keyphrase in slug](#): (Part of) your keyphrase does not appear in the slug. [Change that!](#)

^ Good results (10)

- [Outbound links](#): Good job!
- [Images](#): Good job!
- [Internal links](#): You have enough internal links. Good job!
- [Keyphrase density](#): The keyphrase was found 4 times. This is great!
- [Keyphrase length](#): Good job!



6 – SEO title – also known as a Meta Title is the title that shows when someone does a search. It is a way to help your page to organically come up in the search results. For this to be effective there are a few things you always want your meta title (and meta description) to contain. By default, the SEO title is the page title, page name, a separator then the site title. You can change this if you want to include other information to improve your optimization.

7 – Meta Description – The Meta Description is the brief description that comes up in search results that helps bring traffic to our site. This should be 2-3 sentences long, there is a line below the meta description that will change colors to indicate when the Meta description is a good length (green is good). (155 characters)

As long as you make sure the above things are done, the SEO Optimization should be good!