



20 ON PAGE SEO CRITERIA

IN-DEPTH TECHNIQUES TO RANK HIGHER IN
SEARCH ENGINES

On page SEO means search engine optimization within your site. This is the first step for optimizing and positioning your site in the search engines. On page SEO does not involve a lot of work but is really useful in terms of getting good ranking in the search engines.

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Author's Message:

Although, you may have read a lot of books on internet marketing but I tried to keep this book simple and easy to follow for both beginner and advance users. I have written this book explaining all in and out on-page SEO exercises which I personally use for my sites.

Use this book as a reference to your SEO efforts rather than just a straight read. I am not claiming to be a SEO guru; I am just sharing what I have learned.

I am not promising that using these methods will give your #1 position in Google overnight. But if you continuously follow it through, it will help in the long-run.

Hopefully this book will be useful for you.

Regards,

Ayan Sen

 [Create a Website](#)

 [Get Free Web Traffic](#)

 [TwitNine](#)

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#1) DTD factor: Every webpage needs to have a **valid DTD** line at the top of the page, before HTML code. It is not necessary to have this DTD for the page to display properly in browsers. But to validate to W3C XHTML standards based on the definition made by this DTD.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

Websites built with Adobe Dreamweaver already has this code at the top of every webpage but if you are coding it by yourself, you can use this [Firefox add-on](#) to validate the DTD line.

```
File Edit View Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<title>Create a Website: Learn How to build a website </title>
<link rel="alternate" type="application/rss+xml" title="RSS" href="http://www.steps-to-create-a-website.com/create-a-website.xml">
<style type="text/css">
#addSiteTo {
```

#2) Keyword Density: Keyword brings **traffic** to your website, so choosing the right one is really important. It is always wise to use keywords with great demand and low competition.

Wordtracker is the best keyword research tool. But you can always use their [free keyword suggestion tool](#) to get access to the profitable keywords.

For example, I searched the term **“create a website”** and got bunch of other keywords suggestion, such as “create a free website”, “how I create a website” and etc. And the numbers under Searches are an approximate number of daily searches for those keywords.

Use the greater number keywords for domain name and lower number for your other pages. For example “create a free website” and “how to

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create a website” would be good for homepage keywords. And keyword that has search **below** 70 would be good for tier 3 pages.

Long-tail keywords usually have less competition and get good ranking easily.

Create a website

1,904 searches (top 100 only)	
Searches	Keyword
852	create a free website
281	how to create a website
206	create a website
87	create a free websites
76	how do i create a website
66	how to create a free website
41	create a website for free
26	tools to create traffic to a website
17	what is the best software to create a website
15	create a login on my website

#3) Niche-focused: Do not go **off topic**. If your website is about coffee, then stick to it. Don't write anything about computer, politics, lifestyle and etc. Every page of your site should focus on the same niche.

For example, if you are building a site on internet marketing, you can make your second and third tier pages on search engines, on-page SEO, off-page SEO, viral marketing, article marketing, directory submissions and etc. It helps a lot the search engines to give your site **better ranking** and targeted traffic for your niche.

#4) Structure: It plays a major role for search spiders. According to Google, a good site structure should be in 3 tiers. Tier 1 is the homepage. If tier 1 is considered to be the main topic, then tier 2 is sub-topic, **sub-niche**.

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For example, your site is about **free web traffic**, your tier 2 pages would be on web 2.0 marketing, viral marketing, search engine optimization and etc. Tier 3 pages would be on the continuation of tier 2. For example, if web 2.0 is tier 2, then article marketing, social bookmarking, Squidoo lensing and etc. would be tier 3 pages.

A good example of this would be this [website](#). The whole website focuses on website creation, navigation bar **leads** to tier 2 pages and from there it leads to tier 3.

The reason for this is pretty simple, Google does not like site that has too **deep links**. And also it takes more time for the spiders to look through the site when it has more than 3 tiers.

#5) Usage of frames: Frames are roadblock for search engines. Very few **top-ten ranked** sites use frames. Keeping that in mind it's very difficult to get framed site into the top-ten rankings.

Frames increase the file size and the total number of words that make up a web site. Therefore, they also **decrease** the overall keyword weight, which can put you at a disadvantage to your competition. Therefore it is strongly recommended to not to use the frames.

#6) Page Name: This is for your tier 2 and 3 pages. Use your **specific keyword** for your each page name. For example, if the specific keyword is “cheap website software”, then save your specific web page as “cheap-website-software.html”. And it would look like www.yourdomain.com/cheap-website-software.html.

Search Engines take notice and give you a **ranking** point or two if you word your file name correctly. This is the first thing the spider **notice** when ranking the websites.

One more thing, if your keyword is actually a two-or-more word phrase, write the words with dashes. For example, use cheap-website-software.html instead of cheap-websitesoftware.html.

#7) Page Title: It plays an extremely important role. Search Engines give special emphasis to these words when ranking for relevance. And when they return their search results to searchers, **they display your Page Title**, exactly the way you write it, as a link to your page.

Your Specific Keyword **must** appear in the Page Title, but should only appear **once**. If it occurs more than once, search engines will penalize your site for spamming.

#8) Keyword Meta Tag: Using keywords help a lot to optimize and position your site on search engines. Each of your site's pages must focus on **one** Specific Keyword. **Always enter it as the first keyword.**

Enter a *maximum* of 5 keywords in the KEYWORDS box. Using more than 5 keywords may make you a **spammer** for search engines. Separate the keywords with a comma. This is how it should look like:

<META Name="Keywords" Content="website ideas,brainstorm ideas, infopreneur,build successful website,create a website">

#9) Description Meta Tag: Use your specific keyword in your description and it should **only appear** once. Using it more than once, may make you a SPAMMER for search engines. Perhaps it is a good practice to include your other keywords in it so that search engines can rank you for those keywords as well.

Keep it real. Write it in a natural manner. Don't just add bunch of keywords, it looks bad for both search engines and human visitors. Think of it as an **advertisement** you're going to write for your page.

<META Name="Description" Content="A guide that helps you find great website ideas. A tutorial that helps you evaluates ideas and finds the perfect niche.">

#10) Avoid Duplicate Content: Using contents from other sites would **penalize** you in the search engines. Search engines can easily find out if your content is original or not. Search engines love unique contents and try to make their engines spam free.

Unique content **brings** the traffic itself. If you have duplicate contents on couple of your web pages, it might ban your site in the search engines. Verify your contents through [copyscape](#).

#11) Keywords in Domain: That's extremely important if you want to get high ranking for a **specific niche**. Including your main keyword in the domain name is the best way to tell the search engines what your website is about. But keep it real, your domain must make sense.

For example...A friend of mine wants to build a site on internet marketing and he chooses "free web traffic" as a main keyword. He could include a word or 2 with it to make it natural, such as "get-free-web-traffic.com" or "free-web-traffic-tips.com" and etc.

If you have more than one word for your keyword, it is better to separate them with a dash. You can also do without it but search engines like when it's separated with dashes.

#12) H1 Tag Factor: This tag stands for headline. It is recommended that you need to have one for **every page** on your site. And it should appear in the **beginning** of your page, even before any text or so. It is a good practice to add your specific keyword in your main headline.

<H1>Learn how to **get free web traffic**</H1>

It is better not to use H1 tag more than once, it might instead **penalize** you. But you can use H2 and H3 tags instead. These are also considered to be headlines but smaller one.

#13) Use of Outbound Links: This is particularly done to **increase value** to your site. Linking to a high authority site would add a lot of value to your site. It also shows the search engines that you are linking to a quality site. High authority sites would be DMOZ directory, Google, Yahoo, high PR sites, .gov and .edu sites, blog, forums and etc.

You **don't** need to add an outbound link in every page of your site but keep it real, keep it natural. Add an outbound link **where** it's necessary. And affiliate links **are not** considered to be valuable outbound links. Search engines can easily tell the difference.

#14) Image Factor: You need to organize your site. Put all your images in the **folder** called "Images". It helps the spiders to browse through your image folder and rank your site in image search engines. Name every image file by your specific keyword.

For example, if "free-web-traffic" is your specific keyword then save your image file as "free-web-traffic.jpg". It's a good practice to use it as it can bring you traffic from a lot of image search engines.

Use **ALT tag** in every image. A lot of people don't use ALT tags in their image files, so it give you a good opportunity to rank higher in image search engines such as Google Image and etc.

```

```

As you can see the picture is already saved using the specific keyword and it also has an ALT tag as well.

#15) Keyword in the content: Your main keyword must be **mentioned** couple of times in your content. One main keyword must be mentioned

for every 80 words. But always keep it real; make your site for human visitors, not for search engines. Use the keywords in a natural flow, not awkwardly.

Also use your **other keywords** from KEYWORD box in the text. Use each of those keywords for at least 1-2 times. The content must be at least 200 words, otherwise search engines would not find you online.

Also use some **synonyms** along with your keywords, but as always, keep it natural. For example, if “free web traffic” is your main keyword, then use “SEO”, “internet marketing”, “web 2.0 marketing” as synonyms.

#16) “In-context” Link: This is something most webmasters don’t even bother to do. But search engines **love** it. Add your specific keyword in a **text link** or two. But as always, keep it real.

Don’t add more than two in-context links; otherwise it may cause a SPAM for search engines. But do it in a natural way for visitors which would also be beneficial for SEO.

But use it only in your tier 2 and 3 pages, not the homepage.

#17) Broken links: Don’t carry any broken links to your website. It gives a **bad** influence to search engines about your site. Constantly check if your site carries any broken links. It may **penalize** you in the search engines.

#18) Links to your homepage: This gives your site an internal linking opportunity. A lot of the webmasters simply miss this opportunity. Search engines love when you do it. But as always, keep it simple, keep it real. It builds a **strong** inbound link opportunity within your site. Add a link to your homepage from other pages.

#19) Avoid using full flash website: This is something you may want to avoid at all cost. Having fully flash content takes a lot of time to load

your site. Your human visitors will be annoyed by that and also it will **prevent** the search spiders to browse through your site quickly.

#20) Avoid using SPAM techniques: Google clearly tells to build a website for humans not for search engines. There are some black hat SEO techniques that I urge you not to use at any cost, these methods might even **banned** you in the search engines. Don't try to outsmart them, they can easily find it out.

Some of these methods are:

- Using **hidden text**, meaning writing text same as the background color
- Using **1x1** pixel alt tags
- Usage of **hidden link**