

On Page and internal SEO

TITLE

Main keyword in the title. (unless that keyword is already in the URL)

META DESCRIPTION

Use keyword and location with variations

H1

Use 2nd keyword (or category) + location

This H1 keyword is something like 80% of the on page power alone. (or so I have been told, I don't really believe that but it might be true)

H2

Use variations and long tail niche keywords

H3

Long tail and keyword variations with geo-relevant modifiers.

IMAGES

Picture Alt Text:

Keyword or variation

YOUTUBE VIDEO EMBED

Title should be locally relevant and include co-occurrence. Video should be embedded below the fold.

MY MAP EMBED

Title should include Brand Name + Keyword + Location. My Map should be embedded below the fold.

BREADCRUMBS

An optional extra.

You can use a plugin's.

Sometimes adding sidebars etc are enough.

They add an extra layer of internal linking, help with indexation (we had a lot of pages to build), and create a better user experience.

SIDEBAR OR MODULE LINKS

This would be a custom sidebar (preferably) for that category or section of the silo structure.

It keeps that entire category topical.

You can use (in DIVI) a mix of modules log a category blog module, a custom sidebar module, a Useful-Links module or a set of banners - as many as you like - in a pre done module. Then you drop any or all of these into the post or page.

LINKING

I suggest that you work to a planned niche category. Use a contextual hyperlinked keyword only once per site.

Do variations of that core keyword if you have to do so.

Keep a record of how you have linked to have a reference for future linking.

Two contextual internal hyper links per page

One Full URL link per page.

One "Click here" type link per page too.

One or two external links are good too.

Do not do more than 10 links per page, remember that there are other links anyway in your sidebar etc.

SCHEMA

This is something that if you do not have a lot of training on, or do not use a fancy paid plug-in system like Project Supremacy, then leave it to be automated by a schema plug-in.

TAGS

The power of this is debateable. Therefore do it anyway.

I would have added a plug-in that will automate it on your posts. You must do it manually on your pages.

Keep it to the category and silo section of your niche.

OTHER THINGS

over the years it has been said that the following list is good for on page SEO.

Using a variation of the keyword in italics

Using a variation of the keyword in BOLD

Using variations of keyword synonyms

Adding the keyword (or, naturally, a variation) in the first paragraph of the page.

Doing the same in the last sentence of the page.

They also say to keep your keyword density to 4% (really LOL)

I am pretty certain that the density is not too serious if that page is written naturally.

Making the content look false or forced from a keyword point of view is just silly.

Write naturally.

FINAL NOTE

I do not believe that you should ever do all of the above in a page. especially if you did it page after page, you are likely to leave an SEO "footprint" that will prove to Google that you are trying to do SEO instead of writing best practices content. Be natural more than not.