



CRAWLER



CONTENT



LINK



SEO



KEYWORD

The In-depth Guide to Website On-Page Optimization

actual for ANY website built on any platform

by MotoCMS Team ([@motocms](#))

The In-depth Guide to Website On-Page Optimization

Are you planning a new website? Then you **MUST** read this guide to prevent mistakes that could ruin its search engine visibility down the road. If you already have a website, the guide will help you understand what changes you need to make to optimize your website in the best way.

In this guide we are going to show you the concrete steps and give you some useful tips on how to optimize your website for search engines. The tips are actual for ANY website built on any platform!



True SEO professionals do not build a single link until they are 100% sure they have created a good on-page foundation for getting links to the domain.

If you are just planning to create a website so far, and would just like to get a website solution with a ready set of tools for search optimization, you can step right to the [Part 3](#) of the guide.

You can freely give this eBook away as long as no changes are made.

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Part 1: On-page Optimization - the Basics

On-page optimization is the fundamental part of the overall marketing strategy which every website owner should put first. Proper website architecture not only provides the opportunity to rank well in search engines, but it also increases the readability of your website for visitors.

Search engines are getting more and more intelligent and smarter every day. The times when on-page optimization referred purely to keyword placement, and search engines just wanted to see keywords in definite locations of the website's HTML code, has gone. Now the algorithms that search engines use to evaluate and rank pages have become massively more complex. Today's SEO requires a better understanding of your audience. It starts not with keywords but with the User and an understanding what he/she really needs.

The aim of foundational website optimization is not to "game" Google or Bing, but to interact with search engines in the best way and, what is the most important, to create a great experience to the users.

There is no one absolutely right way to optimize a web page, but there are concrete objectives that you can accomplish so that each page of your website would provide a truly unique kind of value that will finally lead to:

1. High rankings in search engines;
2. Traffic from social networks like Facebook, Google+, Twitter, etc.;
3. Natural external links to your website's pages;
4. Your brand's high reputation and trust that will finally lead to conversion.

Ok, here we go:

- You have your website or you have a good website template ready for customization and optimization;
- You're strongly geared up for becoming popular, gaining in success online and making money;
- You have this guide telling you how to do that.

So, you have enough for a good start to make your website well optimized and user-friendly. Ready? Let it roll!

What Does Matter in Today's SEO?

A search engine's algorithm has always been a complex mixture of factors that evaluate a page's relevancy for a query. Despite the progress of SEO and Google's updates like Hummingbird (the algorithm which brought improvements in semantic search), the primary point of a search engine's algorithm hasn't changed. So, if you're progressing with the natural SEO, you're on the right way, and there is nothing to worry about.

Now you might be thinking: "It's easy just to say "make it naturally", but what are the concrete things to do?" Here we will try our best to tell you in detail what you can do with your website to make it well on-page optimized.

So, the general things that do continue matter for search algorithms are:

- **Quality Content and Use of Keywords** continue to stay of a great value despite hot debates and some doubt around the necessity of focusing on keywords. However, keywords are not going away completely. If they didn't matter, what would we be typing into our queries?
- **Mobile Optimization** – that's going to stay critical, because more and more searches are accessing content from mobile devices.
- **Google's Social Network (G+)** identifies your brand, ties it with the definite concepts what sends a signal to Google.
- **Backlinks** – despite Google's warnings about using links that pass PageRank, links still remain of a great value and send the info about your page's credibility to search engines.
- **Structured Data Markup/Rich Snippets** – by marking your content, you increase your chances for better click-through rates and help search engines to present search results for the customers better.

The essential point of website optimization that you need to comprehend and always keep in mind is that you're making your website for the user, your user. When you understand what your audience really wants, it's half the battle.

Now let's get straight to the point – our first and biggest task is **Keyword Research**.

Keyword Research (Keywords)

It all starts with words that a user types into a search box. Making keyword research means make research of the market. When done right, it provides you with the true language which people are using when they're searching for the product or service you offer.











“Right” keywords mean “right” kind of visitors. It's useless to wait for the revenue from your website if you use “wrong” keywords...



Brainstorming

Now it's time to brainstorming a bit. Write down every word and phrase you can think of that people might use in their queries while searching for your

product or service. You can also get some ideas from your colleagues, family and friends - you can discover a bunch of unexpected phrases and words for your list. Also, a good idea is to use Thesaurus to look for synonyms.

Phrase match report 551			
Keyword	Volume	CPC	SERP source
headphones	880	1.28	
sony headphones	140	0.28	
best headphones	140	0.00	
bluetooth headphones	140	0.35	
beats headphones	110	0.57	
sennheiser headphones	110	0.00	
monster headphones	110	0.51	
marshall headphones	110	0.36	
wireless headphones	110	0.92	
bose headphones	90	0.46	

[Full Report >](#) Export

When considering variations, keep in mind that the user's age, place of living, profession, interests, etc., may matter. We often have more than two ways of saying the same thing. For example: cell phone - mobile phone - digital phone.

Create an Excel spreadsheet to set your keyword research up - that's really convenient.

What About Helpful Web Tools?

After you have your starting list of about 30-40 keywords ready, it makes sense to browse through the web and see what people actually search for when they are interested in similar products or services. There are some web resources that can help you find more keywords:

- **Keyword Tools**

There are different types of keyword research tools available, among which the most popular are [Google Keyword Planner](#) and [Bing Keyword Research Tool](#).

In Google Keyword Planner the process starts with entering a keyword of your choice that you feel matches with the theme of your website. The Keyword Planner tool will then come up with a list of related keywords.

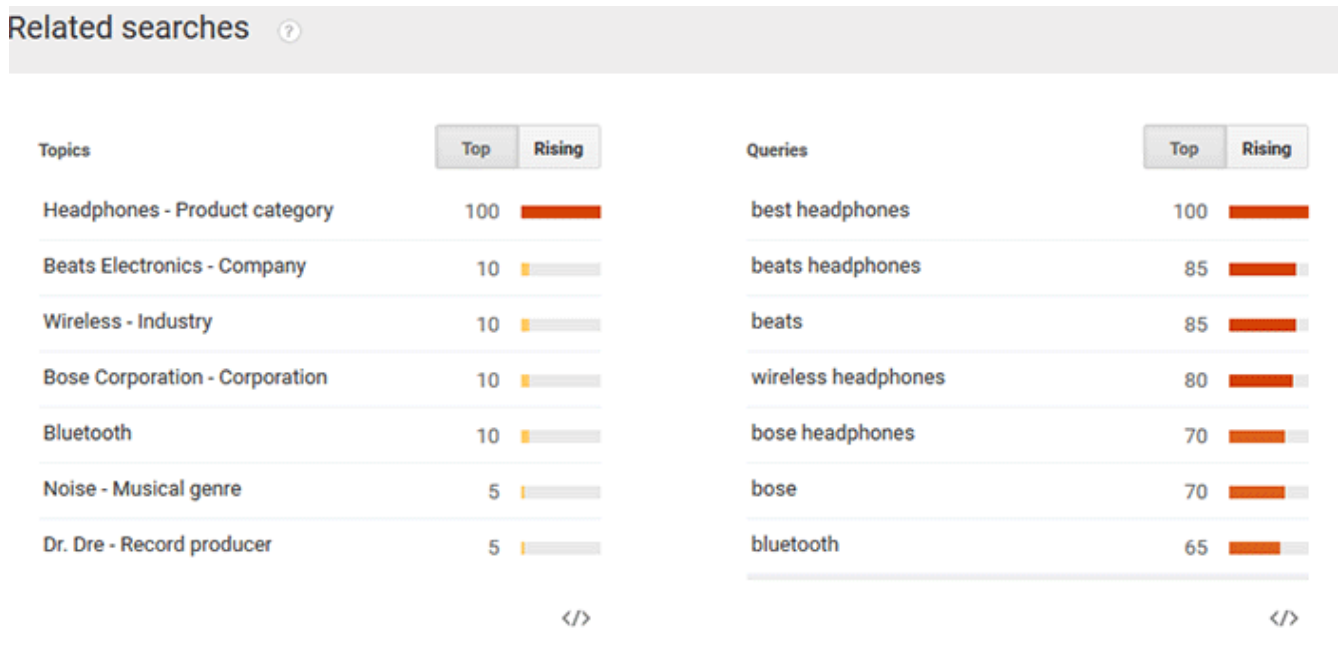
Don't target all of them otherwise you risk to lose focus on the most important and relevant set of keywords. Besides, not all of them are suitable for your website. Remember that all these keywords research tools will only give you some suggestions but it is up to you to choose the final set of keywords that you feel are good for driving targeted traffic to your website.

A keyword with high search volume may be tempting, but we should not ignore the fact that getting high rankings with those keywords will be extremely tough because too many people are competing for them. So, it makes sense to go for keywords with medium search volume because fewer people are targeting them and, therefore, the chances of ranking high will be much better.

- **Google Trends**

[Google Trends](#) is a great tool to foresee potential traffic from your targeted keywords. You can get keyword info for a definite period of time (e.g. a month, a year, etc.); the data are divided into region, language, city, time range and category.











Our interest is the "Related Terms" box, where we can find some ideas for our keyword research.



What is especially cool about this tool is that we can analyze fresh keywords which have not many searches and cannot be analyzed via AdWords Keyword Tool.

- **SemRush**

[SemRush](#) is a useful tool which can help you with related keywords via its "Phrase match report"; you can also get the list of domains for those terms.

Phrase match report			551
Keyword	Volume	CPC	SERP source
headphones	880	1.28	
sony headphones	140	0.28	
best headphones	140	0.00	
bluetooth headphones	140	0.35	
beats headphones	110	0.57	
sennheiser headphones	110	0.00	
monster headphones	110	0.51	
marshall headphones	110	0.36	
wireless headphones	110	0.92	
bose headphones	90	0.46	
Full Report >			Export

Long Tail Keywords

By selecting 'Long Tail Keywords', you can help drive huge amount of traffic to your website. Long Tail Keywords are basically search queries that usually include more than 4 to 5 words. For example, if a keyword is – 'Web Design', a long tail keyword may look like this – 'the best web design company in [City Name]'. These are basically search queries used by people to gather information from different search engines. The best way to find them is by scoping out long key phrases from any of the keywords research tools we have mentioned earlier.

There is an alternative option available though. Just make a search in Google or Bing with any keyword of your choice and then it will come up with a list of related keywords [at the bottom of the SERP].

[Web Designer Jobs, Employment in San Jose, CA | Indeed ...](#)
www.indeed.com/q-Web-Designer-l-San-Jose,-CA-jobs.html ▾
Jobs 1 - 10 of 1013 - 1013 Web Designer Jobs available in San Jose, CA on
Indeed.com. one search. all jobs.

[Rasteroids Design - San Jose Website & Graphic Design ...](#)
rasteroids.com/ ▾
Rasteroids Design is a web and design company that specializes in websites and design, user-interface, ColdFusion application development and identity ...

Searches related to website design San Jose

[san jose web design](#) [green design san jose](#)
[san jose web design firms](#) [interior design san jose](#)
[audio design san jose](#) [interior design san jose state](#)



Semantic Search and Keywords Research

Semantic Search is entirely different from keywords based search because it's about understanding the intention of the searcher. Before Google's Hummingbird update, its computational power was not that strong to understand the relation between a search query and the intent of the searcher.

For example, when you search with the term – 'who is the director of Transformers 4,' Google now knows exactly what you are looking for and shows a picture of the smiling face of Michael Bay along with his name in the SERP rather than showing '10 blue links'.

who is the director of transformers 4

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About 7,37,00,000 results (0.86 seconds)

Michael Bay

Transformers: Age of Extinction, Director



Michael Benjamin Bay is an American film director and producer. He is known for directing high-budget action films characterized by their fast edits, stylistic visuals and extreme use of special effects. [Wikipedia](#)

Born: February 17, 1965 (age 49), Los Angeles, California, United States

Upcoming movie: [Project Almanac](#)

Awards: [MTV Movie Award for Best Action Sequence](#), [more](#)

Parents: [Jimmy Bay](#), [Harriet Bay](#)

Education: [Wesleyan University \(1986\)](#), [Art Center College of Design](#), [Crossroads School](#)

Movies

[View 25+ more](#)



Transform...
2007



Transform...
Age of
Extinction
2014



Transform...
Dark of the
Moon
2011



Transform...
Revenge of
the Fallen
2009



Pain & Gain
2013

It's quite clear that search engines are no longer keyword centric. They have evolved, and if you are too dependent on keywords to build content around them, you are simply doing it wrong.

Brainstorm ideas, find words and phrases which people are using when searching for your product or service. It's not necessary these words and phrases to be keywords. To make your website more search engine friendly and to make the most of semantic search and Google Hummingbird update, you need to do brainstorming to be able to come up with those phrases that people actually use in real life.

URL Optimization

Google uses around 200 various metrics to rank pages, and URL structure is one of the biggest factors for a website to rank well. A URL needs to be relevant, brief and descriptive as far as possible.

If your website has several levels of navigation and folders, the URL structure needs to reflect that too. URL needs to make it abundantly clear about the location of the web page and should be descriptive at the same time without becoming overly lengthy.

Bad example:

<http://www.abc.com/index.php?product=215&sort=color&price=1>

The above URL does not give you a single clue about what the page is about and more important, it doesn't even include the keyword that you are supposedly targeting.

Good example:

<http://www.abc.com/headphone/Sony-Headphones/Sony-ZX110A-Wired-Headphones>

This URL has a proper folder structure, has a clearly defined path, includes the keyword [which is the product name actually] and at the same time, it is short.

Here are some other URL best practices:

- Try not to use underscore, random words and spaces in the URL. Use hyphens to separate words. But the number of hyphens in a URL should be kept to a logical limit.
- Try not to cross 2,048 characters while creating a URL because longer URLs will not be able to render itself on browsers like Internet Explorer.
- Parameters are not necessarily bad but you should restrict their use as far as possible.
- Include keywords in the URL but make it reader-friendly. When you add keywords to the URL, make sure it gives you a clear idea of what the page is about for both readers and search engines.

Metadata Optimization

Once you are done with keyword research, the next important step is writing Metadata for pages. Each website page should have its unique set of Metadata and they should include keywords but that should be done naturally.

Here are three most important components of Metadata:

Title

This is the most important element of a page which is often used with Meta description element. Try to limit the title tag length within 65 characters otherwise it will get truncated in the SERP. The Title tag sits between `<head></head>` in the HTML code:

```
<title>The Title of the Page, Keep it within 65 Characters</title>
```

Meta Description

As the name suggests, this tag contains a synopsis of the page. In simple English, it tells search engines what the page is about. Try to limit the length of the Meta Description tag within 150 characters. Use keywords judiciously in this section.

```
<meta name="description" content="Add short description of the page." />
```

Meta Keywords

This tag is fast becoming obsolete and almost all search engines have made it clear that they no longer take this tag into account when it comes to determining quality of a website.

```
<meta name="keywords" content="keyword 1, keyword 2, keyword 3">
```

Meta Robots

This Meta tag allows us to control whether to allow or deny search engines to index your web pages. This “robots” tag is obeyed by almost all major search engines; however, if you want to give directives to some specific search engines, you need to specify the name of the bot in the Meta robots section.

The default value of Meta Robots tag is `<meta name="robots" content="index, follow" />`

Here are some other directives:

- **Noindex** – prevents search engines from indexing the page;
- **Nofollow** - prevents Googlebot from passing link juice to the link and also it directs search engines not to follow the links.
- **Noarchive** - prevents Google to show cache version of a web page.
- **None** – equivalent to noindex, nofollow tag. This will prevent search engines from indexing the page and also prevent it from following the links in the web page.

Page Content Optimization

Just a few years ago, the concept of page content optimization was limited to the idea of stuffing as many keywords in the body copy as possible. However, after the Panda and other subsequent updates, the concept has undergone a massive change.

Page content optimization largely involves those tactics that aim at making the web page content more visitors and search engine friendly.

Here are few things that you should be taking care of while writing content for a web page:

- **Theme** - the content should be built around the theme of the web page. If the page is about, let's say, climate change, it makes sense to create a closely neat content around the topic using synonyms naturally.
- **Headings** - page content needs to have proper headings. Ideally, headings need to have keywords included but no need to force the keywords in them. Use not more than one H1 tag per page. Try to include the keywords naturally if possible otherwise just make sure the headings are good enough to capture the attention of the audience.
- **Unique and Informative** – under no circumstances you shouldn't copy and paste content from other external sources on your web page. You should try your level best to ensure the fact that your web page content is 100% unique. You can use [CopyScape](#) [a paid tool] to determine whether the content is unique or has been copied from external sources.
- **Be Aware of Thin Content** – just making the content unique is not enough anymore; it has to be engaging and informative as well. The Panda update not only targets web pages with duplicate content, but it also targets web pages with 'thin' content. 'Thin' content or 'filler' content is basically “the content with little or no added value”.

Make the content unique and also make sure that the content adds value to users' experience.

Use of Keywords – they should be blended naturally within the body copy. Don't worry about keywords density at all. No need to emphasize the keywords by using bold fonts because Search Engines have got smart enough to figure out what the page is about.

Internal Links

The importance of a page in a website is determined by the number of internal links are pointing to it. The links send a signal to search engines about the relative importance of the page in a website and therefore, internal linking should be done carefully.

Here are some pro tips to make your website's internal linking structure rock:

- **Make Navigation Friendly** – try to use plain and simple HTML while adding links of internal web pages in the navigation so that search engines can find those pages and index them easily.
- **Know the Limit** – don't add a large number of internal links from a web page. The majority of search engines cannot crawl more than 150 links in a given page, so try to limit the number of internal links to this point.

- **Follow a Structural Approach** – identify the most important pages of your website. Once you have got the idea, link those pages to other relevant sections of your website.

For example, if your website is eCommerce and you find that a product, let's say, the "Sony Headphones" item, is selling like a hotcake, you can get it linked from all other pages that are somewhat related to headphones.

- **Use Proper Anchor Text** – people now use texts like Click Here, Click Now, etc. for internal linking in order not get flagged by search engines for keywords spamming. However, we would rather recommend you to use descriptive texts as anchor texts while internal linking. Just don't stuff the pages with keywords and you will be fine.

For example, if you are selling Mac books and you want to link this page from another page, you can use texts like – *'to buy Mac Book, visit this page'* or *'visit our Mac Book section'*. It makes sense to both search engines and users.

Relevant and trustworthy external links add great user experience. But there are some rules of a thumb to be followed while adding external links from your website:

- **Use Nofollow** – in case you are not sure how authentic the source is, you should be using nofollow tag against it. It will stop Page Rank juice flowing through your website. Check the example below:

```
< a href="http://www.anexternallink.com" rel="nofollow">External Link</a>
```


- **Open the Link in New Tab** – if a visitor clicks on an external link that you have inserted in a web page, they will leave your website and will land on an external website. Losing a visitor is certainly not the objective of a website. To make sure that the visitors stay on your website even when they click on an external link, you need to make those external links open in new tabs when clicked. This can be done by using target="_blank" attribute in the following way:

```
<a href="http://www.example.com" target="_blank">Visit External.com</a>
```

Images and Alt

Google has no idea what your images are unless you specify in the ALT tags. All Google robots see is code, but not your beautiful picture.

Images if optimized properly can drive tons of traffic to your website. A good thing is image optimization is comparatively less complicated. Here is how you can do it:

- **Use Alt tags** – since most search engines can't read what the image is about or unable to parse it, we need to use Alt Tag [alternative texts] to make it easier for search engines to understand what the image is about. Alt tag does not need to be keywords centric all the time. Alt tag should be used to describe the image.
- **File Size** – page loading time does matter, so you should not let the browser re-size a large image to make it look smaller. Use small images instead, depending on your requirements.

You need to cut down the image size without making any kind of compromise on the quality fronts.

- **File Name** – bird.jpg / abcd.jpg – tells us which image name is more meaningful. Of course, the first one. So, while naming the images, it's better use proper and meaningful name rather than using some random words or combinations.

Multi-channel Optimization

Since people are using multiple devices to stay connected and to perform different tasks, the importance of Multi-Channel optimization has skyrocketed.

So, if your website is struggling to render itself properly on small screen devices, your marketing activities are already in a mess. First you need to embrace responsive design if possible.. at least you should try to make sure that your website gets loaded fast on mobile devices. There are few other things that you should be taking into account while trying to make your website multi-device friendly.

- **Use Small Images** – small devices do not have great computational power, so you need to make sure that your website is not using an excessive number of graphics and images. Take a minimalist approach instead.
- **Use Big Buttons** – since people will be using their fingertips to navigate your website, you need to make sure that the navigational buttons are big to make room for it. Try to trim down on the use of contextual navigation for mobile friendly version of your website.

- **Don't Use an Excessive Amount of Content** – mobile devices are not great for reading, so there is no sense in adding lengthy content in the mobile version of your website. Use catchy, compact and conversion oriented content.

Crawler Access

We have already discussed the use of Meta Robots tags. Here we are going to discuss how we can use robots.txt file to control what pages we want search engines to index and what pages we don't want them to index.

Robots.txt file is basically a simple txt file and it should be uploaded to the root folder of a website.

<http://www.example.com/robots.txt>

If you don't want to block any pages from search engines, you just need to add the following tags in the robots.txt file:

User-agent: *

Disallow:

In case you want to block a certain page, for example, this one –

<http://www.example.com/blockpage.php> - you will need to add the following tag in the robots.txt file:

User-agent: *

Disallow: /blockpage.php

To block a folder – <http://www.example.com/folderexample/> - you need to add the following tags:

User-agent: *

Disallow: /folderexample/

To block the whole website, use the following tags:

User-agent: *

Disallow: /

Don't forget to indicate the sitemap in the robots.txt file:

Sitemap: <http://www.yoursite.com/sitemap.xml>



Part 2: On-page Optimization – Advanced

Hopefully, you have a proper understanding of the basic on-page SEO techniques. Now it's time to go deeper on how you can optimize pages of your website and explore more tactics you can work with to help your website rank better.

Cleaning Up Broken Links, Redirects & Crawl Errors

You can easily identify the URLs that are generating Crawl Errors by login to Google Webmaster Tools. Go to Crawl > Crawl Errors. There you will find a list of URLs that are generating errors, and the server response code.

Click on a URL and you will see the errors that page is generating and from where they are linked. There are two ways of fixing this thing.

- **301/302 Response Code**

If it is showing 301 [permanent redirect] or 302 [temporary redirect], you need to find the pages from where they are linked and then need to update those internal links with their final landing page URLs.

For example, if the page – *http://www.example.com/301redirect.php* - is getting redirected to *http://www.example.com/webdesign.php* and the first URL is linked from the home page that is – *http://www.example.com*, you need to replace the link reference of 301redirect.php with its final landing page URL i.e. - webdesign.php.

- **404 Server Response Code**

These are basically defunct or broken links. You need to remove their link references from the website or else, you just need to replace them with their nearest landing page URLs.

Duplicate Content

Duplicate content is the content that appears in more than one location on the web. Duplication of content can be considered as an attempt to influence search engine rankings by establishing a higher influx of visitor traffic.

So, what generally happens to a website with duplicate content?

- The page with duplicate content won't rank well;
- The weight of the page will be negligible;
- The website gets a point against, and may not be considered as a reliable source of quality.

To avoid penalization for duplicate content, you always need to take care of the content uniqueness.

Duplicate content are of two types:

External Duplicate Content

If you find that the content of your website bears some resemblance with external source, you'd better replenish it with fresh and unique content.

Internal Duplicate Content

It just happens with most eCommerce websites that a single product is available via two different URLs. This is known as internal duplicate content. This is detrimental to the visibility of the website. Here are the ways of fixing the issue:

1) Specify `rel="canonical"` for the preferred version of the URL. Use canonical for similar pages! Only slight differences are allowed.

Example – say a product page – Sony Camera - is available via these different URLs:

<http://www.example.com/camera/sony/Sony-Camera>

<http://www.example.com/sony/camera/Sony-Camera>

<http://www.example.com/index.php?product=21>

Let's choose this URL - *<http://www.example.com/camera/sony/Sony-Camera>* - as canonical. We need to add the following tag within the `</head></head>` section of all the aforementioned URLs:

```
<link rel="canonical" href=" http://www.example.com/camera/sony/Sony-Camera" />
```

This will fix the issue of internal duplicate content. Google will be crawling all these pages but only the canonical version will get preferential treatment when it comes to ranking.

2) Use "noindex, follow" on the duplicate product pages.

Authorship

Google stopped offering the rel=author markup in non-personalized search results, but still Google+ connections may have authorship-like markup and rel=publisher options to display a profile/brand image and details with results.

Authorship is a good way to tell search engines that you are the author of an article. Articles written by verified authors are trusted by search engines. So, here is how it is done:

- Create a Google Plus Profile. It is very simple. Just login to your gmail account and [go here](#).
- Fill out the information.
- When the author account is ready, click on Edit Profile > Contributor To > Add Custom Link.
- Enter the website name and URL.
- Once done, you need to paste the following code in those articles where you want to activate Authorship - `Google`
- Now test the web page with [Google Rich Snippet Testing tool](#).



Trust Signals

The pages such as Privacy Policy, Terms of Use, Contact Us and About Us are signals of trust for both search engines and users. If you don't have them, we highly recommend you create such pages and always keep them up-to-date.

XML Sitemap

XML sitemap is a great way to help search engines locate and index those web pages that they might not be able to locate otherwise. Generating a sitemap is easy; <http://www.xml-sitemaps.com/> is a great website to generate a sitemap for free unless your website is a pretty big one.

Once you have created an XML sitemap, you need to submit it to different search engines. To submit to Google, you need to login to Google Webmaster Tools and then go to Crawl > Sitemap. Enter the sitemap URL and submit it.

Server Side Optimization

It is the best way to boost the performance of a website. The purpose behind it is to make the website load faster and to help it render without facing any glitch.

Choose Decent Web Hosting

Choosing a web hosting company that promises close to 100% uptime, little or no server outage and has some credibility online is another way to bolster the web presence of a website. Just make sure that the website is up and running round the clock.

A good web hosting company offers the following features:

- **Disk Space** – almost all web hosting companies promise you to offer unlimited disk space. But there is a catch to it. ‘Unlimited’ until your website gets big, really big and starts driving huge amount of traffic. In that case, you will be asked to move to dedicated web hosting server that will of course cost you more money.
- **Uptime** - as the name suggests, Uptime simply refers to the amount of time the hosting service has been up. If your website remains forever down, it will not be a good advertisement of your company. So, make sure that the hosting company offers a good up time.
- **Bandwidth** – there is a cap on the amount of data that your website can transmit to your visitor to a specific period of time and this is what is known as bandwidth. Some web hosting service providers offer limited bandwidth and this can cause trouble for your website if it happens to cross the limit and therefore, it makes sense to settle for hosting service that offers unlimited web hosting service.

We have checked the service of different hosting companies and found that [Bluehost](#) meets all the requirements of a reliable hosting. It offers high level of security to ensure safety of the data, and a good level of support as well.

Minimize Redirects

Each redirect sends additional server request and therefore, it makes sense to use fewer redirects as it will slow down the server, and this will have a direct bearing on the page loading time. Also, too many temporary (302) redirects are not only unnecessary in most cases, but may hurt your website if you use 302 an excessive number of times.

Schema.org [Microformat]

Microformat is a way to offer more information to search engines about what the page is about. Google, Microsoft, and Yahoo have collaborated with each other and have developed Schema.org markups and its tags are now recognized by almost all major search engines.

The good thing about Schema.org Markup is that it is not that complicated to integrate the mark-up with the HTML. To appear more prominently in search results, you need to integrate the tags of Schema.org successfully.

Here we are going to give you a sample of how to integrate Schema.org in HTML file.

This is a simple text:

Adobe Systems Incorporated

Contact Details:

Main address: 345 Park Ave, San Jose, CA 95110

Tel: (408) 536-6000

URL: www.adobe.com

This is the HTML part with microformat:

```
<div itemscope itemtype="http://schema.org/Organization">
<span itemprop="name"> Adobe Systems Incorporated</span>
Contact Details:
<div itemprop="address" itemscope
itemtype="http://schema.org/PostalAddress">
Main address:
<span itemprop="streetAddress">345 Park Ave</span><br>
<span itemprop="addressLocality">San Jose</span>,
<span itemprop="addressRegion"> CA</span>
<span itemprop="postalCode">95110</span>
</div>
Tel:<span itemprop="telephone">(408) 536-6000</span>,
URL: <a itemprop="url" href=" http://www.adobe.com"> www.adobe.com</a>
</div>
```

This will help search engines to connect the dots and also to figure out the relation between different elements of a web page.

Services and Tools for Analysis

In order to rank high in SERPs, your website must deserve to be there. Below is a list of tools that will help you test how well your website is optimized. Each of them will always be of a great use for you.

- [Xenu's Link Sleuth](#)

This is the best tool to locate error pages within a website. The best thing about this tool is that it is free. All you have to do is to enter your website URL and it will crawl the website and generate a report automatically.

- [Siteliner](#)

This is a really useful tool when you need to find duplicate content and broken links on your website. When it comes to on-page optimization, there is no more important issue than duplicate content.

- [Screaming Frog](#)

Screaming Frog is one of the most powerful SEO tools we have ever seen. It crawls the entire website and generates a complete report that includes almost everything – URL, Metadata, response code, link from, robots etc.

- [Structured Data Testing Tool](#)

This tool launched by Google lets you figure out how your web page may appear in the SERP. In case, you have included 'Structured Data', it will also give you valuable inputs whether or not the structure data is working and what to do about it.

- [Copyscape](#)

Copyscape is probably the best and the most trusted tool out there to figure out whether or not your website content is unique. It is a paid tool but totally worth every penny spent on it.

- [Moz](#)

Moz comes with a suite of pro SEO tools that includes these – **Open Site Explorer** [a great tool to analyze backlinks and also to spy on your competitors backlinks], **Moz Analytics** [A powerful tool to analyze and understand your website's visitors, interaction and engagement], **Fresh Web Explorer** [locating new link opportunity by finding the mentions of your brand is what this tool does], **FollowerWonk** [this tool lets you analyze twitter account and helps you to bolster your brand's presence on this platform], **Keyword Difficulty Tool** [figure out how tough some keywords to rank in present conditions] and more.

- [Ahrefs](#)

As far as the claim of the company is concerned, the index of this backlink analyzing tool gets refreshed every 15 minutes. This tool has got huge data and its easy and intuitive interface have made it a huge hit among web marketers. You can sort backlinks by IP address, Anchor texts, top pages, do follow, nofollow links and more.

- [SemRush](#)

It is much more than a simple backlink analysis tool. It gives you all the information you need to make your website search engine friendly. You will be able to track organic rankings of your websites and your competitors' websites, analyze backlinks and more. You will be able to do keywords research, website audit, analyze keywords density. What else can you want from an SEO tool?

It's time to show you the promised solution for website creation, which (in addition to stunning complete design, responsiveness and brand new functionality) will give you a cool set of features for easy website optimization. So, let's get to the Part 3 of our guide...

Part 3: Optimizing your New MotoCMS 3.0 Website - On-Page Issues

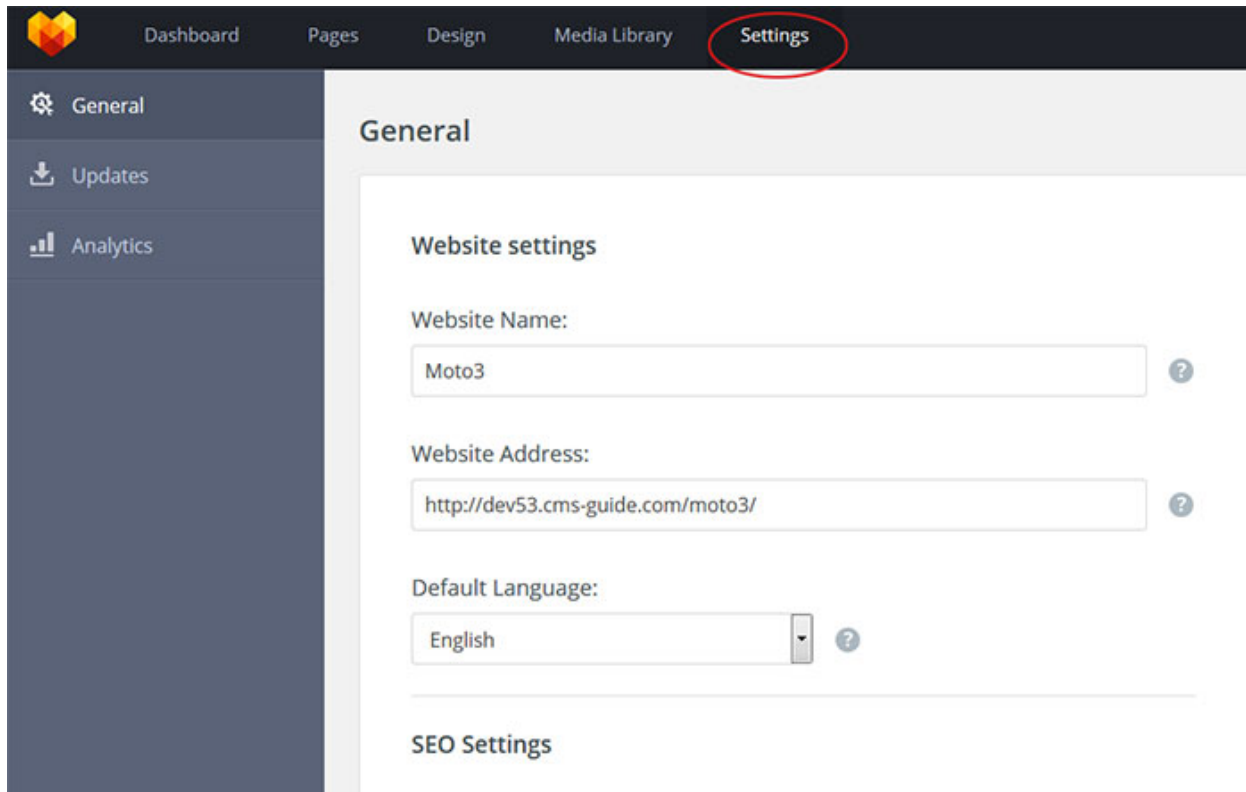
Now, you have created a beautiful MotoCMS website (if not yet, [you can try it for free by choosing a design you like](#) and find out if it is what you need), and of course you want people to easily find it via search. The tools in Moto CMS will help you make your website well on-page optimized and user-friendly.

For a start, it will be great you read the [Part 1](#) and [Part 2](#) of the guide (if you haven't read them yet) to learn the basics of on-page SEO. That will help you to write titles and descriptions, choose right keywords for your website, optimize page content, and much more. And with MotoCMS, you can optimize your website to make it more SEO friendly without facing any hassle along the way.

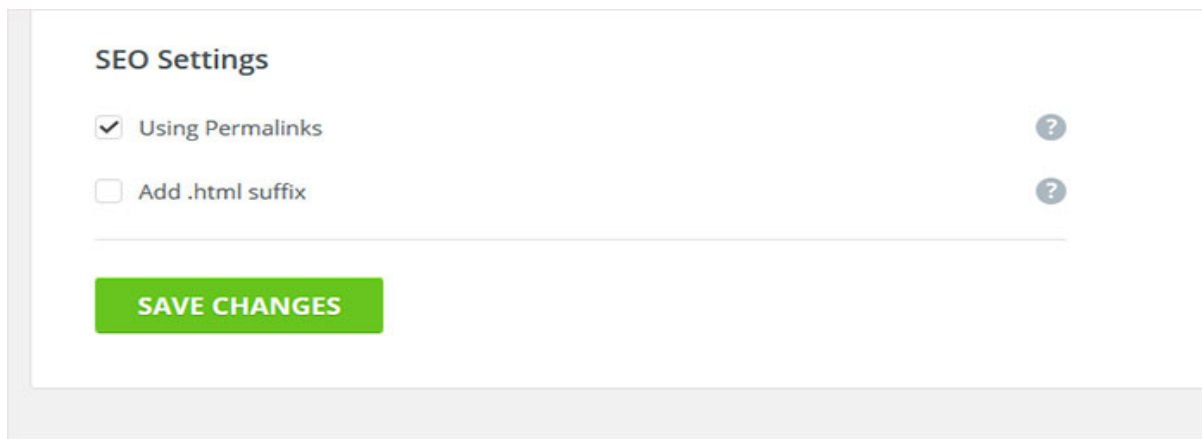
The new MotoCMS 3.0 will give you all the instruments for easy website optimization. Let's see how to do it within your admin panel.

General SEO Settings

We will start with indicating general settings for your website. Go to *Settings - General* within your admin panel and scroll down.



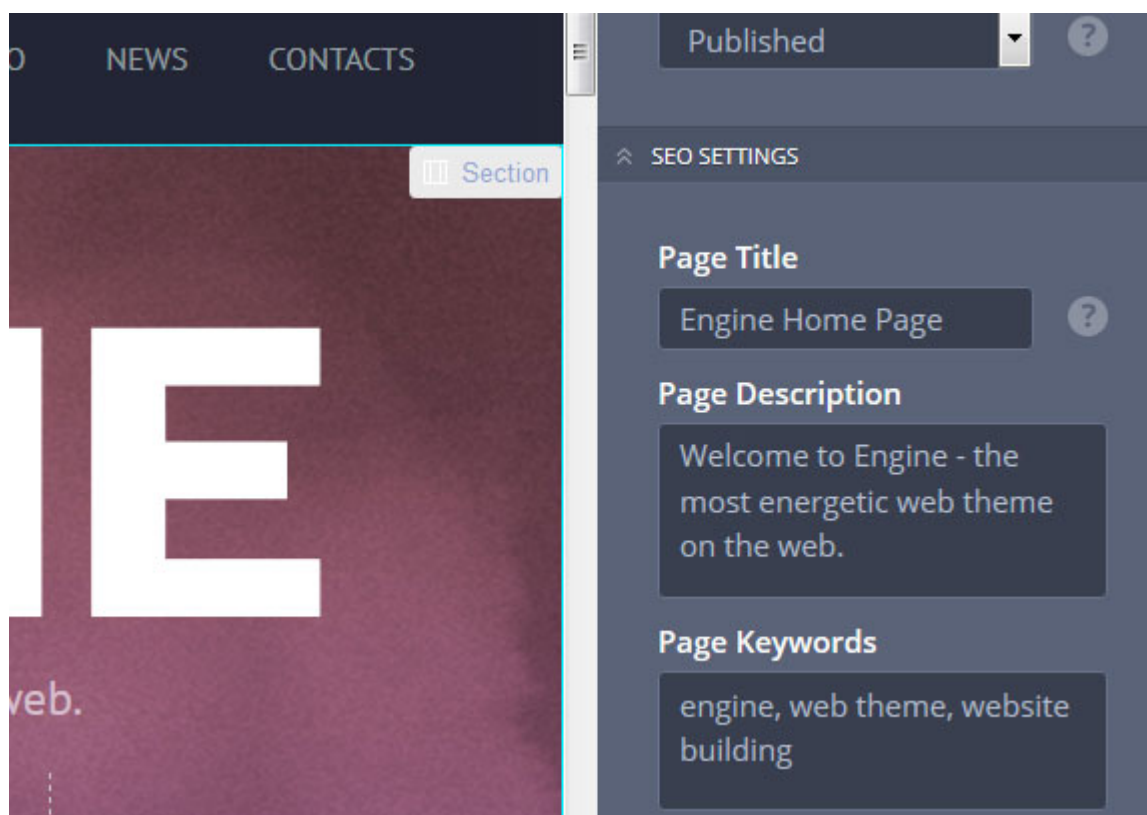
Here you can optimize settings for your websites' URLs. Choose whether the URLs of your website have standard permalink structure (for any pages) or with .html extension at the end (for static pages).



Note: as we see, including or not including .html at the end of a URL has no big impact for SEO (there is an opinion that it has). Simple URLs are good for SEO provided that you avoid URLs like */dog/tag/store/product/app/more/price/hello?s=jufnjkbkjenf*.

Meta Data Optimization

With MotoCMS 3.0, you will be able to add or make changes in the meta data of your website right from the Page Settings. Add a nice Title and Description (unique for each page) in the given boxes. If you want, you can include keywords in the pages as well as there is a box for Keywords available therein:



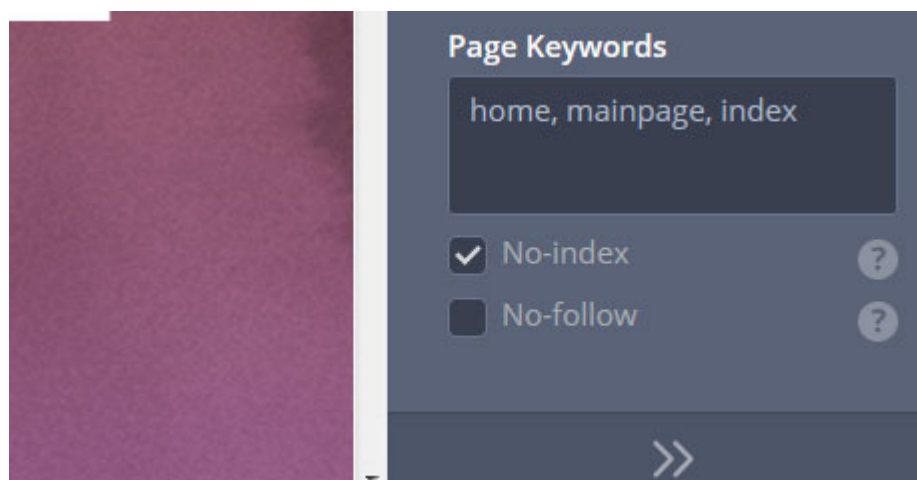
Remember that for Title, the recommended length should not exceed 70 characters.

Add Page Description for your page with the user in mind – it is the phrase which searchers will see in SERPs.

Meta Robots

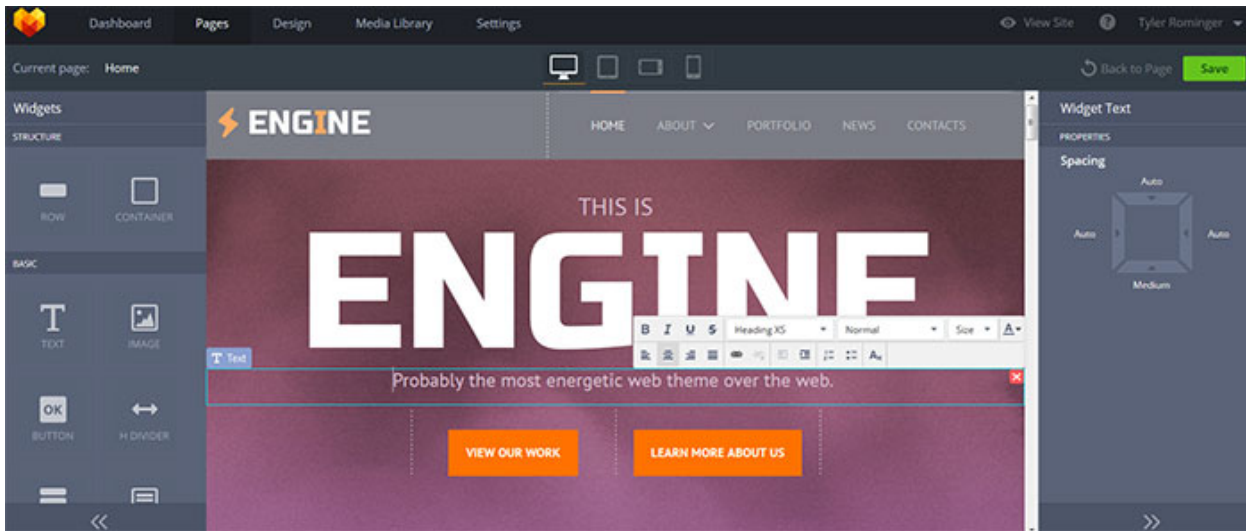
Those of you who want to tinker with the Meta Robots tags, MotoCMS has included the following option. In the *Page Settings*, you will find the followings – “noindex” and “nofollow”. Choose them wisely.

If you choose “noindex”, it will stop search engines from indexing your website, whereas “nofollow” tag will instruct search engines not to follow the links within that page. So, be careful.

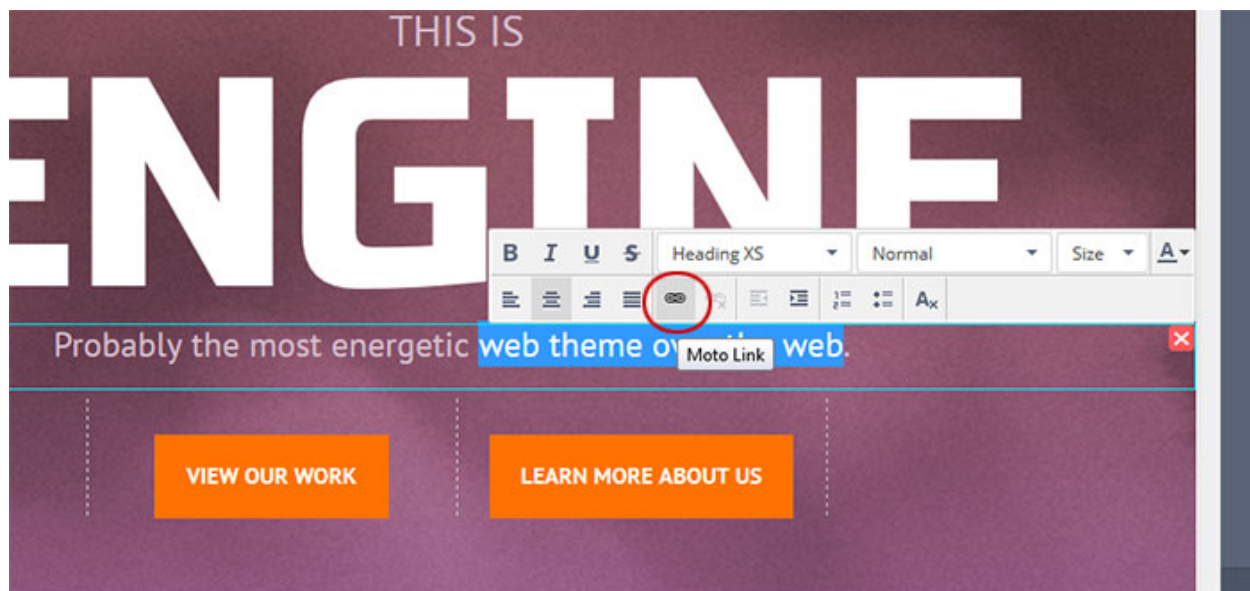


Linking

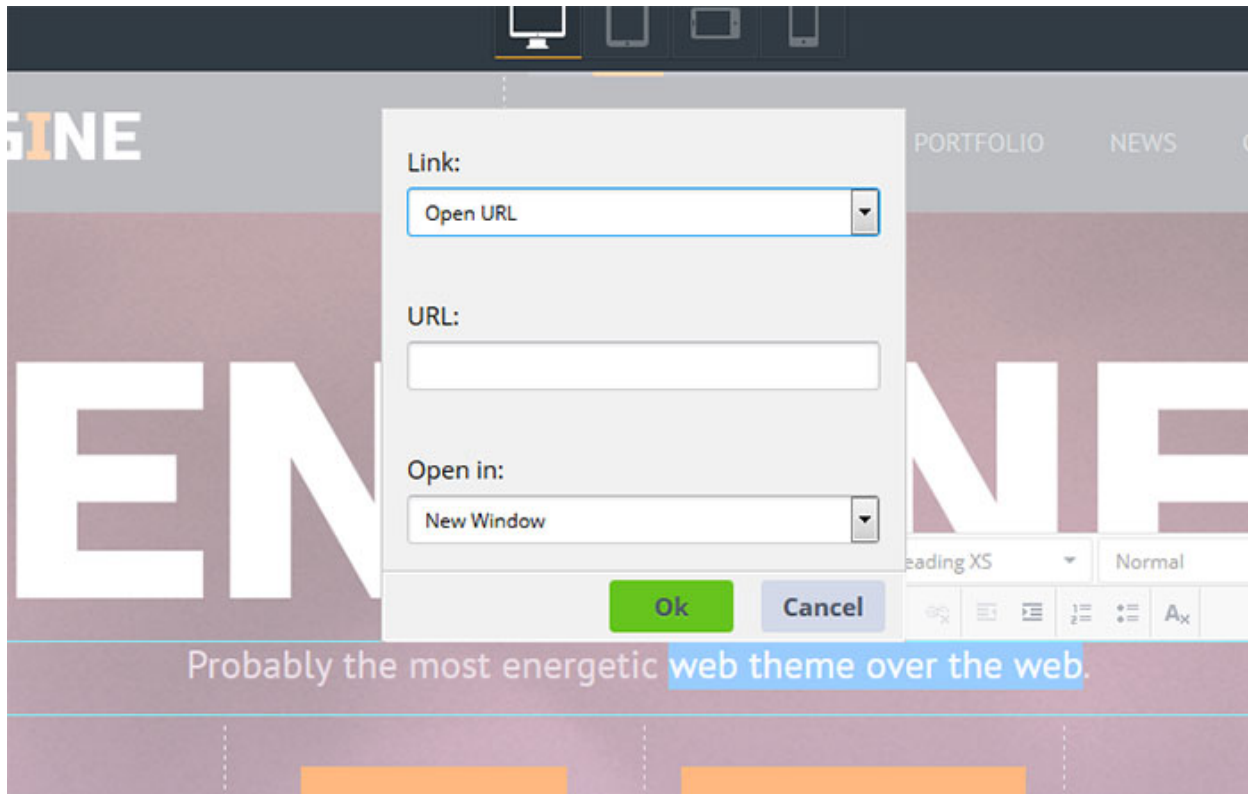
Adding and editing linking structure is fairly simple with MotoCMS. Due to the Basic Text Widget, you just need to select the text that you want to hyperlink:



The 'Text Object' panel will emerge above the text block, when you put your cursor over the text. To make a link, select the text and click on the link icon.



It will open a dialogue box for editing links. From the dropdown menu, select 'Open URL'. Now, enter the URL that you want the text to hyperlink with and choose whether you wish the page open in a new window or in the same one.



Optimizing Images

MotoCMS has made it very easy to optimize images for users and search engines.

In the *Media Library* section, select an image by clicking once on it. The *File Properties* editing panel will open at the right.

Fill out the URL for the image, Title and Alt. Once done, click "Save".

Delete

File Properties

File URL

File Name

File Type: .jpg


File Size: 29 KB

Uploaded:
2014-11-25 13:21:50


Dimensions: 370 * 242

Default Title
 ?

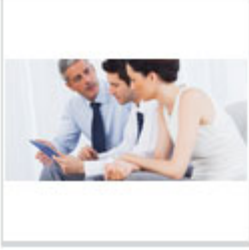
Default Alt
 ?



portfolio-img9....



portfolio-im9.jpg



Use Alt and Title attributes for all your images. That will increase your website's visibility for search engines and usability for your visitors. Alt is a required element for images and can be used for image tags because its specific purpose is to describe images. Title also provides valuable info to users and search engines as well.

Search engine optimization is a good practice to ensure you are ranking well in search and to help your visitors have a great experience when they visit your website. Search engine optimization for MotoCMS based websites is no different and you should make sure you are implementing the easy tasks we laid out above.

We will be more than happy to help you with any issue which may occur while creating and editing your MotoCMS website. Please feel free to contact us at any time via either live chat (at the homepage of MotoCMS) or by [submitting a request](#).

For better understanding of basic SEO principles, you can also read the [Search Engine Optimization Starter Guide](#) by Google.

Final Comments

We hope you have found this guide useful. You can give it away as a bonus to your website visitors for taking actions like subscribing to your newsletter or buying another product.

All the best to you,
MotoCMS Team.

<http://www.motocms.com/>

Find us on socials:



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