

On-page SEO and Analytics

The following items contribute to search engine optimization (SEO).

- Identify optimal keyword group¹
- Optimize the following on-page factors that contribute to SEO (as informed by keyword research):²
 1. Page titles
 2. Page descriptions
 3. Image names
 4. Image alt attributes
 5. H1 tags
 6. H2 tags
- Index website with Google and Bing³
- List website and business in Google My Business⁴
- Install and configure/optimize views in Google Analytics⁵
- Install and configure/optimize Google Webmaster Tools⁶
- Add structured data per Google guidelines⁷
- Ensure code compliance with Google guidelines and adherence to industry best practices⁸
- Analyze usability on mobile devices and address issues where possible⁹
- Analyze page loading time and address issues where possible¹⁰
- Check/fix broken and outdated links¹¹
- Add Favicons for iOS, Retina display, and MS¹²
- Add custom 404 page¹³

¹ The keyword group is the collection of words and phrases that, when properly deployed on a website contribute to the likelihood of being included in search results for potential customers seeking your products or services.

² Items 1 - 4 are visible primarily in browser windows and to search engines and are key signifiers, in addition to items 5 and 6 which appear as text in the body of a web page.

³ Indexing is the process of ensuring compliance with, and submitting your website to Google and Bing (Bing is the search arm of the Microsoft/Yahoo partnership).

⁴ Google My Business was added in Q1 2015 and combines the business features of what was formerly 'Google Places' with 'Google Maps' and Google+, making your business appear above organic listings for searches performed by local users.

⁵ Google Analytics is the free, industry-standard platform provided by Google that allows you to view statistics about your website and its visitors in an easy-to-use dashboard.

⁶ Google Webmaster Tools is a free platform provided by Google that allows webmasters to configure and monitor details about how Google interprets your website.

⁷ Structured data is a way to further compliance of your website with Google's guidelines, and involves making code modifications to indicate types of data like phone numbers and addresses.

⁸ The validity (lack of errors) and structure in code on a website contributes to the ease and accuracy with which search engines index and interpret that code.

⁹ A website's mobile-usability score is derived from a number of criteria including size of links, text, and accessibility on small screens.

¹⁰ Page loading time contributes directly to a page's mobile-usability, and indirectly to SEO in general

¹¹ Broken and outdated links indicate that a website is rarely updated or poorly maintained, and detract from SEO

¹² Favicons are the small icons that appear next to a website's name in browser tabs, and further signify to users and search engines that a website is comprehensive and professional.

¹³ 404 pages display when a user or search engine attempts to navigate to a nonexistent page on your site. The existence of a custom 404 page contributes to the reputation of a website for the same reasons as item 12.