

SEO Magnet Report for AWAI

Chapter 1

Keywords: Optimize core web pages for SEO

Title Tag: How to Optimize Core Web Pages for SEO | AWAI

Meta Description: Get more leads and sales when you learn how to optimize core web pages for SEO correctly - your client, potential customer and Google will love these results

How to Optimize Core Web Pages for SEO

Are you curious or confused by all the information on how to optimize core web pages for SEO? Why is it so important? Sam's story tells what happens far too often.



After years of visualizing and planning, Sam finally started the business of his dreams.

He told all his family and friends about his new business and stunning website. He was excited and ready to help.

His official launch date arrived. Some friends and family immediately

hired him. They knew he provided an excellent service.

Several months passed, and even though he had local clients, his online experience was disappointing. Total online sales?

Nada.

No inquiries from his website. No emails. No online leads.

No one was finding him online.

What happened? His website was beautiful, yet his business was nowhere to be found on Google.

Many websites today have beautiful images and designs. And yes, your online presence should be visually appealing, but that alone won't bring in business.

Your website must be able to be found on search engines. Since Google has the highest percentage of online searches, you want to rank on Google. Fit Small Business says,

“An impressive 92.63% of all searches globally happen on Google, making it the dominant search engine by far (April 2023 data). No matter who your target market is, where they are located, or what your business offers, optimizing for Google search should be a priority in your online marketing strategy.”

Knowing how to effectively use SEO is critical for Google rankings. MOZ, an SEO and data management software company, says,

SEO is “The practice of increasing the quantity and quality of traffic to your website through organic search results.”

Organic search results happen when people find you through search engines, not paid advertising.

Your business’ exposure increases when your main web pages are SEO optimized. Searchers can find you. And when your page has compelling, engaging, and persuasive content, you capture that person’s attention.

The results? More readers take action, so you get more leads, which can lead to increased sales.

So how do you optimize web pages? Where do you start? The Introduction for [The Ultimate Guide to SEO Content Writing](#) has great information. If you haven’t read that yet, do that first and then hop back here.

Understanding Which Goals to Meet for Better SEO Results

With any SEO project, it’s essential to understand three goals:

A. What marketing goal does your client want to accomplish with their SEO project?

B. What is the potential customer's intent when searching on Google?

C. What does Google need in order to understand what your web page is about?

A. Let's start with the client's marketing goal

While clients may want all of the following five goals, they build on each other. First, clarify what the client needs now. What's the most pressing goal? Does your client need to:

- Raise awareness (people don't know about the business)
- Establish trust and authority (the know, like, and trust factor)
- Generate more leads
- Get more sales
- Increase retention and keep their customers happy

When you know your client's goal, you can then determine which web pages need to be optimized for SEO. Each core page has a purpose. Match your client's goal with a specific page.

For example, If your client has a new business (like Sam in the opening example), most people may not know that business even exists. That's an awareness problem.

If a business loses customers, that's a retention or churn problem.

The chart on the following page shows which web pages should be optimized for each of the five marketing goals.



Optimize this page to...	Client's Marketing Goal				
	Raise awareness	Establish trust and authority	Get more leads	Get more sales	Increase retention
Home	X				
Article	X	X			X
Video/Podcast	X	X			X
Lead Gen			X		
About		X		X	
Comparison				X	
Sales				X	
Product				X	
Pricing				X	
Support					X
FAQ					X

B. The most important word in marketing is INTENT

Now that you've identified which core web pages to optimize, you may want to jump in and get started.

Before you do, knowing two other pieces of this puzzle is essential.

Make sure you anticipate the **intent** of the person searching on Google.



What is intent, and why is that important?

Intent describes the stage where a person is at in their purchase journey.

Searches fall into one of these four intents:

- **Research** to find information about a problem, a product, or a service
- **Compare** various products or brands of a product
- **Buy** a product or service online or locally
- **Succeed** to help buyers get the most value from their purchase (e.g., how to use the product or service, explore new features, or fix the product)

Optimize this page for...	Searcher's Intent (S)			
	Research	Compare	Buy	Succeed
Home	S			
Article	S			S
Video/Podcast	S			S
Lead Gen	S			
About		S	S	
Comparison		S	S	
Sales			S	
Product		S	S	
Pricing		S	S	
Support				S
FAQ				S

As you can see from these two charts, each web page maps back to two things:

Client Goals AND Searcher's Intent

Even though you understand what pages to optimize to meet your client's goals and where someone is on their purchasing journey, Google still needs to know what your web page is about.

C. What Google needs to rank your website

Another vital part of web page optimization is providing information to Google so that it can understand what a specific web page is about (without compromising the quality of the content).

To do that, SEO copywriters use 11 on-page or on-site factors to “talk” to Google. Three of these are critical for ranking success. Another three are important factors, and the other five are good to have.

There are off-site and technical factors that also affect page rankings, but we are only addressing the on-page factors here.

For best SEO results, include all 11 of the on-page factors when optimizing web pages.

Critical SEO Ranking Factors

1. Keyword in title tag
2. Long clicks vs pogo-sticking
3. Freshness

Important factors

4. Keyword in H1 tag
5. Internal links
6. Depth of coverage

Factors that are good to have

7. Keyword in image alt
8. Keyword in meta description
9. Keyword in URL
10. Reading level
11. Use of media

Why is each factor essential, and what are best practices?

1. Keyword in title tag (critical factor)

The title tag is a meta tag that shows up in Google’s search results. It does NOT show up on your page, but it is a 50–60-character phrase that describes your page.

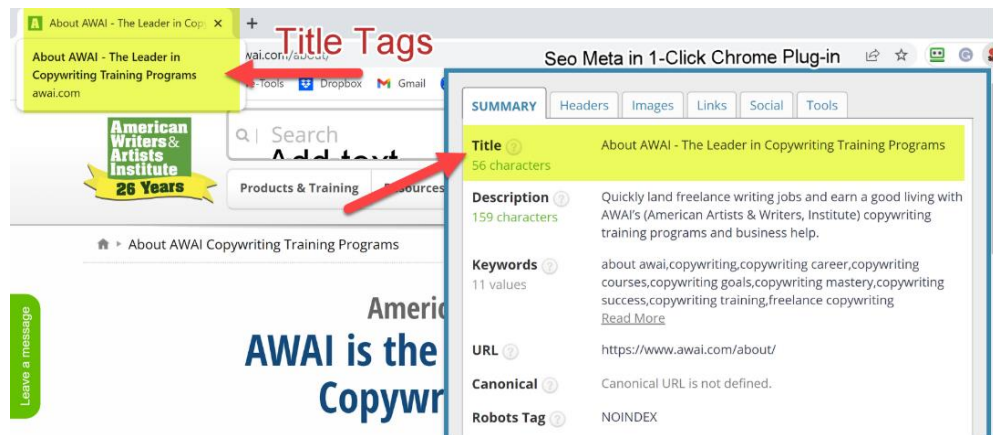
The recommended formula for writing a title tag is:
Keyword(s) | Brand Name.

Since this is the “title” that Google uses, you always want to include your keyword in this section so online searchers find you.

The title tag can be viewed in several places.

First, you can find the title tag by hovering over the tab of your Google search.

For this image, the About page for AWAI was used. The left arrow shows the title tag when hovering over the page tab.



Secondly, you can use a free plug-in and Chrome extension called SEO Meta in 1-Click to see the title tag and other helpful SEO information.

The arrow pointing to the right shows the title tag in SEO Meta in 1-Click.

The third way to see a page’s title tag is to “View Page Source.” Right-click on any web page. Scroll down, find, and click “View Page Source.” The source details pop up (part of AWAI’s About page source is below). Find <title> to view.

```
<!DOCTYPE HTML>
<html lang="en-US">

<head>
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1">
<meta name="description" content="Quickly land freelance writing jobs and earn a good living with AWAI
<meta name="keywords" content="about awai, copywriting, copywriting career, copywriting courses, copywriti

<title>About AWAI - The Leader in Copywriting Training Programs</title>
```


2. Long clicks vs pogo sticking (critical factor)

When searchers find your page, the goal is to keep them there as long as possible. When content is written and formatted to encourage visitors to explore your site and stay on your page longer, that is known as a “long click.”

If a web page doesn't meet the searcher's intent, it's confusing or hard to read, that visitor will quickly click off your site. Google gave them a list of results, and they'll simply choose another site from their Google search. The bouncing in and back out of any site is called “pogo sticking.”

How to encourage longer clicks and avoid pogo sticking

- Focus on a **compelling, descriptive headline** to grab the reader's attention. Use curiosity or benefits that pull the reader in.
- Write an **exciting introduction**. Show how this page will help the reader without telling them everything. Get them wanting more.
- Make it **visually appealing**. The page should look inviting and easy to read. Use:
 - Subheads
 - Bullets
 - Numbered lists
 - Block quotes
 - Larger fonts
 - Line breaks
 - Shorter words, shorter sentences, and shorter paragraphs
- Whenever relevant, **use media** (images, video, audio) to encourage longer clicks (read more on #11 later).

Always put yourself in the searcher's place and anticipate their intent. Would this page meet that intent? Would they want to read more? Will anything on the page stop the flow or interrupt the pace? Make any necessary changes to get those long clicks.

3. Freshness (critical factor)

Google has millions of pages. Some have been online for years. For SEO optimization, updating and republishing pages every three to 12 months is critical.

Keeping pages updated shows readers and Google that your topic is relevant and you keep it current with revised or additional information.

How to keep your content fresh

- Add new pages and new information

- Update and republish existing content by
 - Improving the content
 - Updating the publish date with the current date (do not ever change the URL)
 - Promoting that updated content through email, social media, or even paid traffic

Then have a calendar or spreadsheet where you **schedule** the time to update this content. Time goes so fast. Set up a system to monitor your next web page update.

4. Keyword in H1 tag (Important)

The H1 tag is usually the page's headline. It's the most prominent text on the page.

Since it's usually the first thing a visitor sees, ensure it meets the searcher's intent. If the searcher feels a disconnect between the H1 tag and what they're looking for, they will pogo stick off your site.

The H1 tag should be compelling, readable, and contain the exact keyword if possible. Remember that it is more important for the H1 tag to be compelling rather than contain the exact keyword. If necessary, a slight keyword modification can be used.

There should only be one H1 tag on a page. It will be very similar to (or exactly the same as) the title tag.

5. Internal Links (Important)

When a link connects to other pages on the **same domain**, these are called internal links. (External links connect to other websites or domains.)

Your site visitors and search engines should find these links relevant and useful for the search topic. The link's anchor text should include the exact keyword (or a slight variation) of the target page's keyword.

As your website content grows, you can improve your internal linking factor by having new pages link to other relevant pages. And those relevant pages can link back to your new page.

6. Depth of Coverage (Important)

How much content should you provide? How long should a page be? The light-hearted answer is "As long as it needs to be," which may not be very helpful to copywriters!

There isn't any set length for content on pages. It depends on the topic and what your headline promises.

If your page H1 tag is "How to record a check in QuickBooks," that's a fairly simple answer.

If your H1 tag says, "Learn how to use job costing in QuickBooks," that requires a much more detailed explanation.

A helpful way to evaluate the depth of coverage is to research the Top 10 keyword search results. How long are those pages? Was the topic covered well? Then create content that's more thorough than the competitors' pages.

Explain the topic thoroughly without excess words or adding irrelevant copy. Make the content easy to read, engaging, and helpful. Whenever possible, create better content than what's already online.

7. Keyword in image alt (Nice to have)

For the visually impaired, alternative text in images help screen-reading tools describe the image. Image alts should be three or five descriptive words of the image without keyword stuffing.

Use keywords only if it makes sense for the image. When keywords are added, it helps search engine crawlers which then improves SEO.

Better image alt text leads to a better user experience which leads to better Google rankings.

8. Keyword in meta description (Nice to have)

The meta description is a 50-60-character description that should be a compelling sales pitch for the page's contents. Use the keyword (or a slight variation) in the meta description.

Your search engine rankings will **not** be affected - even with an excellent description. It will, however, improve your Click-Through Rate, which is one of the reasons to make sure it's compelling.

One note to remember: Google may not always use your meta description. That is out of your control, but aim to write the best description possible to sell the page.

The image here shows AWAI's About page and its meta description, using SEO Meta in 1-Click.

The other way to see the meta description is in “View Page Source.” Right-click on any page and scroll down to select “View Page Source.”

The screenshot below shows the location of the meta description using this option.

```
<!DOCTYPE html>
<html lang="en-US">

<head>
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1">
<meta name="description" content="Quickly land freelance writing jobs and earn a good living with AWAI's (Americ
<meta name="keywords" content="about awai,copywriting,copywriting career,copywriting courses,copywriting goals,copywri

<title>About AWAI - The Leader in Copywriting Training Programs</title>
```

9. Keyword in URL (Nice to have)

The URL of the page should contain the exact keyword for that page.

Use descriptive words but keep URLs as short as possible. Always use hyphens between words.

Remember that once the URL of page has been published to the web, DO NOT change the URL.

URLs are the physical location of pages. Changing a URL will create a broken page error (also known as a 404 page). Landing on an error page is unexpected and results in a poor user experience.

10. Reading Level (Nice to have)

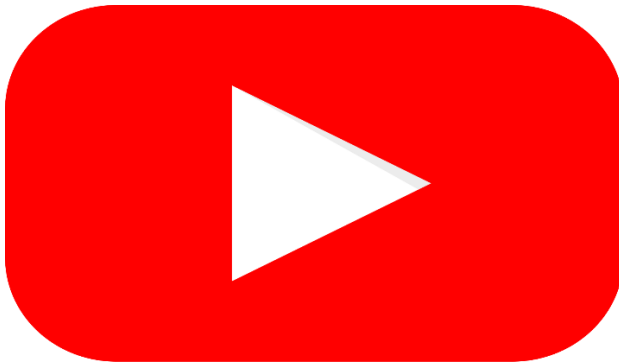
The reading level of a page should be consistent with the target audience. Most writing should be conversational and easy to read.

If your target audience doesn't understand your words, they'll either have to stop and look up the meaning, or they will click away.

There are various readability test tools online to check your page. If using a tool like Flesch Kincaid (available in Microsoft Word), the recommended score is between 70-80 or a 7th or 8th-grade reading level.

11. Use of Media (Nice to have)

Using media (video, audio, images) enhances the quality of the content on the page.



Tips:

- Media should be used only if it's relevant to the content.
 - Add original or custom images of the business, the product, or customers when possible. Avoid stock images or videos that look dated or cheesy.
- Media, especially video, can help get longer clicks, as mentioned in #2 earlier.

Final Pointers to Address for SEO Concerns on Core Web Pages

Include these 11 On-Page SEO Ranking Factors as you optimize the core web pages. As you work on the pages, consider these common SEO concerns.

Home pages are the most general page of a website. Include several **internal links** to specific pages to get more reader engagement.

Article pages should address several SEO factors.

- For **freshness**, update and republish content. (The next chapter "How to Optimize Existing Articles for SEO" discusses this in depth.)
- **Long clicks** encourage engagement. Check that you have a compelling headline and introduction. As discussed earlier, make the page visually appealing by breaking up text, using bullets, shorter paragraphs, etc.
- Longer, well-written articles with good coverage depth usually get more traffic.

- **Internal links** to other relevant articles provide the reader with more information and solutions.

Video/Podcast pages may not have any **HTML text**, so Google cannot “read” that page. Add a text translation under the video. Or add “show notes” or a video/podcast content description.

Lead Generation pages have a similar concern to Video pages. The page is designed to be short and capture one’s name and email address. Make sure there’s a great headline, a subheadline, and bullet points to add captivating text.

About pages have a different concern. You want to highlight **branded keywords**. A branded keyword has the name of the product, service, brand or company in the phrase. Create separate pages for the company and all its brands. Highlight key people, featured products, and major events.

Comparison pages also must address **branded keywords**. For a thorough comparison, use Google’s auto-complete function. Type “your brand name or product vs...” and see what Google completes. Create a comparison page for every Compare Intent that is listed.

Sales pages also address **branded keywords**. Optimize these pages for “Buy” intent using the brand name as the primary keyword.

Product pages have a unique concern because of **duplicate content**. Manufacturers send out product descriptions to all sellers. Check for duplicate content with tools like copyscape.com. If allowed, modify the descriptions for uniqueness.

Pricing pages use **branded keywords** to sell physical products, software, recurring billing, or subscriptions. Use some of the tips described above.

Support pages should have **one page per support topic**. Each page should be optimized for a single branded keyword. Answer the topic but depth of coverage is not as necessary here.

FAQ pages should have **one page per FAQ**. As with support pages, each page should be optimized for a single branded keyword.

Summary

Optimizing core web pages for SEO isn't just about writing for Google. It must take into consideration the client and the searcher. All three of the goals are connected.

If any of this seems overwhelming, the more you work with SEO Ranking Factors on web pages, the clearer it becomes. Print off the charts for reference and use the SEO Concerns list as a checkpoint.

Let's review to clarify.

Client Goal + Searcher Intent + What Google Needs = BETTER SEO RESULTS

Know what your client wants to accomplish. Identify their current marketing goal as one of the following:

- Raise awareness
- Establish authority and trust
- Generate more leads
- Get more sales
- Increase retention



Anticipate the searcher's intent and satisfy that intent. Optimize specific core web pages for the four intents:

- Research
- Compare
- Buy
- Succeed

Help Google understand what the web page is about by implementing the 11 On-Page SEO Ranking Factors. Address any SEO Concerns common with many core web pages.

When you integrate these three goals, you have optimized your web pages for SEO results that satisfy your client, the potential customer, and Google. Win-win-win.