



Step-By-Step Perfect On-Page SEO Guide

- ❑ SEO (Search Engine Optimization) is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query.
- ❑ On-page SEO is all about optimizing a webpage with respect to the search query. Having some experience in optimizing and promoting websites, we were able to deduce few rules that are essential and that helped us to prioritize our work process and increase our results. We hope these rules will help you too.

ON Page SEO:

For every Webpage, ON Page optimization is Important , without this we can't get google ranking.

- ❑ Make sure to optimize below **ON Page SEO Factors** on every webpage:

- Keyword Research
- Domain URL Structure
- Meta Title
- Meta Description
- Header tags
- Img tag & Alt tag
- Canonical form
- Robot.txt file
- Google Analytics verification
- Webmaster tools verification(Google & Bing)
- Submit a XML site map

➤ Apart from these look on these ON Page SEO Checklist :

- Page Title with your targeted Keyword
- Wrap your title in < H1 > tag
- Wrap subheadings in < H1 > , < H2 > tags
- Drop your keyword in first 100 words of post
- Image Optimization
- Responsive Design
- Use Outbound Links
- Internal Links
- Boost Site Speed
- Add Social Media Icons
- Post Long Content
- Use Schema Markup



Complete Step by Step On Page SEO Process

Step 1: Keyword Research

- Go to Google keyword Planner i.e., <https://adwords.google.com/KeywordPlanner>
- Sign in with your respective gmail id and start Keyword Research as shown below.

Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

You must enter at least one keyword, category, or web site.

Get ideas Cancel

Get search volume data and trends

- Enter the targeting Keyword of your (product or service)
Ex : Roofing Los Angeles CA
- Enter your Website Landing Page URL
Ex: <http://roofinglosangeles.com/>
- Select Product Category
Ex: Business & Industry

Note : Always Choose the keywords with “High Searches with Low Competition” to get rank easily.

Ex:

Keyword	Avg(monthly searches)	Competition
Roofing Los Angeles CA -	100 – 1K	Low

Step 2 : Domain URL Structure



- Selecting perfect domain name is very important.
- Mostly Choose a domain Extension with '.com'
- [http://www.\(name of domain \).com](http://www.(name of domain).com)
- Mostly prefer “ name of domain “ with keyword name

Ex: <http://roofinglosangeles.com/>

Step 3 : Meta Title

- Title is the most Important factor for on page.
- Include our targeting keywords in the title.

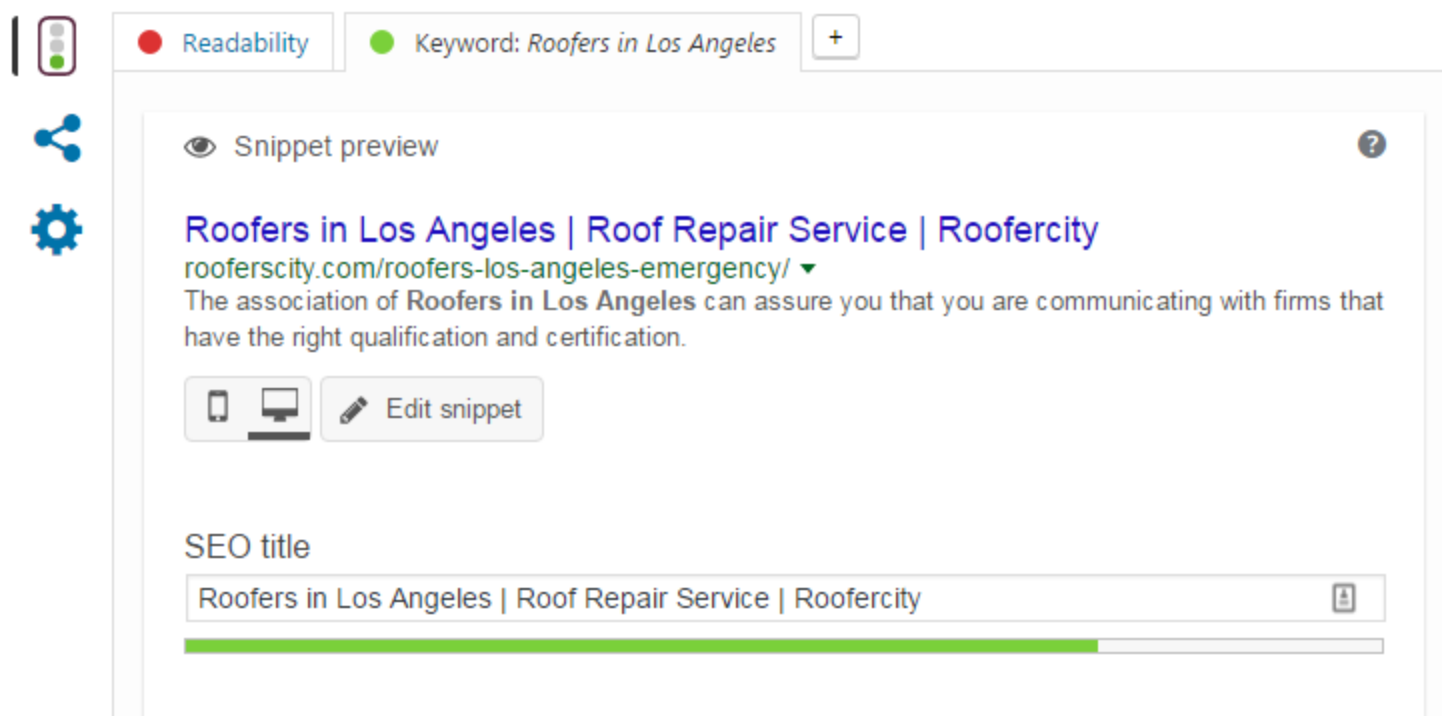
Syntax :

<title> primary keyword(targeted keyword) | secondary keyword | Tertiary Keyword </title>

- Secondary keyword should support the targeted(primary) keyword.
- Tertiary Keyword (keep brand name /should support the targeted(primary), secondary keywords)
- **For every web page title should be Unique**

Ex: <title> Roofers in Los Angeles | Roof Repair Service | Rooferscity </title>

Note : Title should not exceed 70 characters.



📌 Page Title with your targeted Keyword



Roofing Experts Los Ang



Roofers in Los Angeles

Roofing Repair Service by Roofers in Los Angeles

Roofers are hard-working contractors that specialise in the construction of roofs. They oversee all work that is undertaken whilst measuring, installing and repairing a roof. Roofers in Los Angeles have even more work on their hands as they must battle with the heat, a vast population of busy workers, short time-frames and specifications that often far exceed other areas.

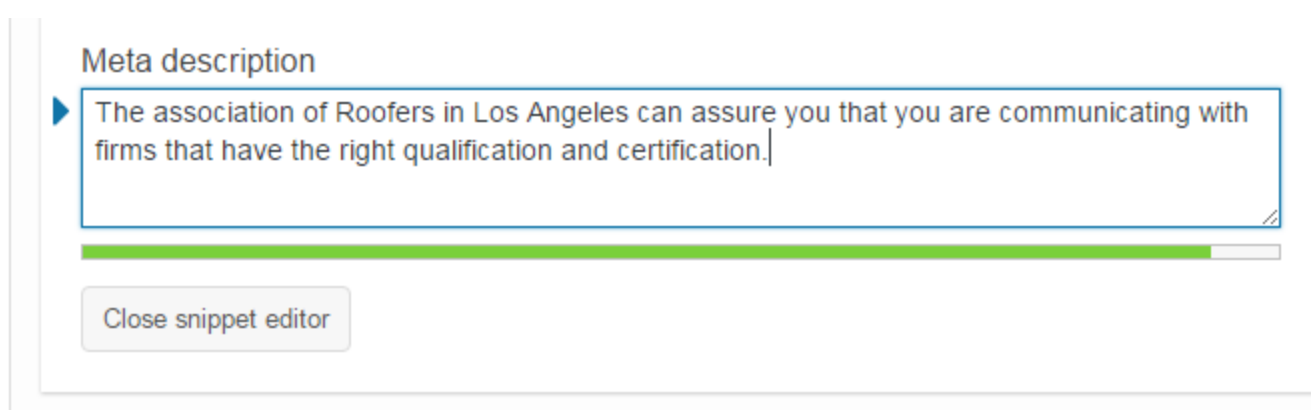
Step 4 : Meta Description

- In meta description we have to take content related to title and targeted keyword must and should include in description.

Syntax : `< meta name="Description" content=" content should not exceed 160 characters"/>`

Ex: `<meta name="Description" content=" The association of Roofers in Los Angeles can assure you that you are communicating with firms that have the right qualification and certification."/>`

Note : Title should not exceed 160 characters.



Step 5: Header Tags

- Make sure that every web page should have `<h1>`, `<h2>`, `<h3>` tags.
- Ex: `<h1> Roofing Repair Service by Roofers in Los Angeles </h1>`
`<h2>...</h2>`
`<h3>...</h3>`



📌 Warp your title in < H1 > tag

Roofers in Los Angeles

Roofing Repair Service by Roofers in Los Angeles

Roofers are hard-working contractors that specialise in the construction of roofs. They oversee all work that is undertaken whilst measuring, installing and repairing a roof. Roofers in Los Angeles have even more work on their hands as they must battle with the heat, a vast population of busy workers, short time-frames and specifications that often far exceed other areas.

[Click Here For Roofing Experts in Los Angeles](#)

📌 Drop your keyword in first 100 words of post

Roofers in Los Angeles

Roofing Repair Service by Roofers in Los Angeles

Roofers are hard-working contractors that specialise in the construction of roofs. They oversee all work that is undertaken whilst measuring, installing and repairing a roof. **Roofers in Los Angeles** have even more work on their hands as they must battle with the heat, a vast population of busy workers, short time-frames and specifications that often far exceed other areas.

[Click Here For Roofing Experts in Los Angeles](#)

Los Angeles is known for its upscale habitants such as celebrities and high profile businessmen which ultimately means a roofing job in Los Angeles is expected to be done quickly, effectively and to a high standard. This also means that a high reputation of roofers in Los Angeles is expected before they are contracted for the job. They must have a vast knowledge of the area, housing specifications and be held highly to win the bid, which gives them the right to work on the house.

Step 6 : Img tag & Alt tag

- Images in each and every web page should include with img & alt attributes.
- Place Image name with the targeting keyword.

Ex :

📌 Image Optimization

- ❑ Make sure at least one image file name includes your target keyword (for example, **Roofers in Los Angeles.png**) and that your target keyword is part of your image Alt Text.

Image Details

Caption	<input type="text" value="Roofers in Los Angeles "/>
Alternative Text	<input type="text" value="Roofers in Los Angeles"/>

DISPLAY SETTINGS

Align	<input type="button" value="Left"/> <input type="button" value="Center"/> <input type="button" value="Right"/> <input type="button" value="None"/>
Size	<input type="text" value="Custom Size"/>
Width (px)	<input type="text" value="799"/>
Height (px)	<input type="text" value="354"/>
Link To	<input type="text" value="None"/>

ADVANCED OPTIONS ▲

Image Title Attribute	<input type="text" value="Roofers in Los Angeles"/>
Image CSS Class	<input type="text" value="Roofers in Los Angeles Emergency Roof Repair"/>



Roofers in Los Angeles | Emergency Roof Repair

Step 7: Canonical form

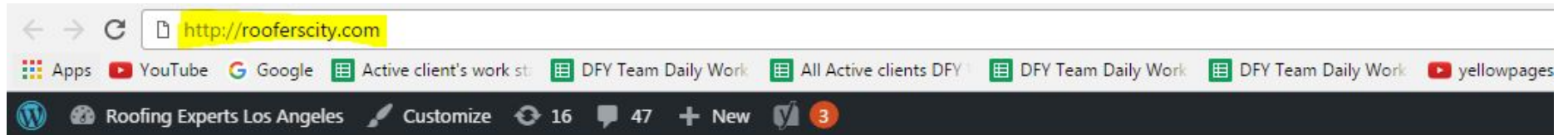
Each and every web page should have only one unique page URL i.e., we call Canonical Implementation.

Ex: website URL : <http://roofinglosangeles.com/>

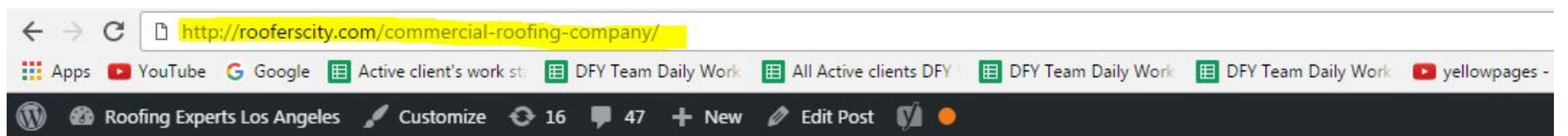
For subpages : [http://roofinglosangeles.com/\(post-name\)](http://roofinglosangeles.com/(post-name))



► <http://roofinglosangeles.com/>



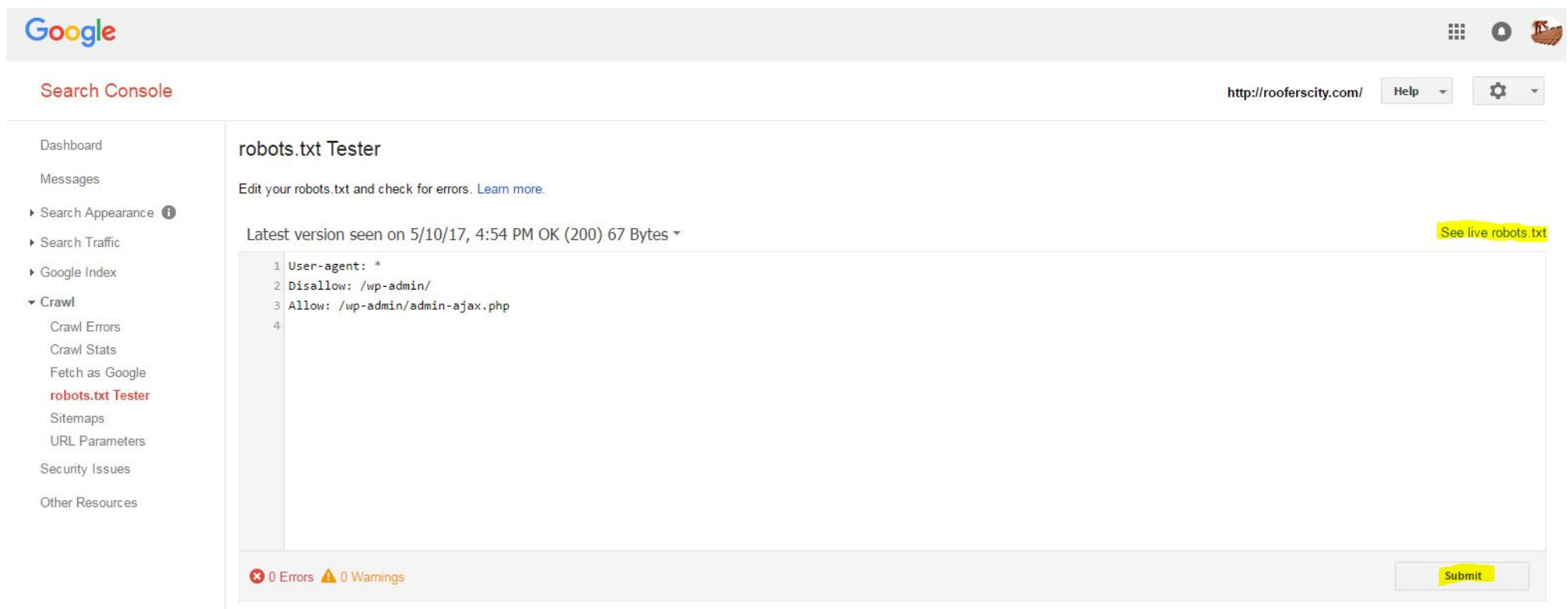
► [http://roofinglosangeles.com/\(post-name\)](http://roofinglosangeles.com/(post-name))



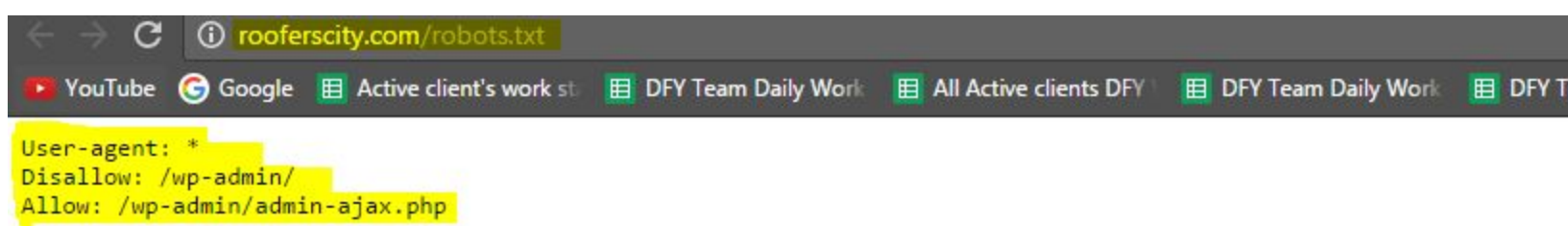
Roofing Experts Los Angeles

Step 8 : Robot.txt file

- Robot.txt file is a mandatory because google follows this file that there it instructs to search engine bots and spiders to “dofollow and nofollow the files of website.
- Submit a robot.txt file to website cpanel
- Go to google webmaster tools - Crawl - robots.txt tester
-



➤ Go to ‘See live robots.txt’ - It will visible As shown below Image



➤ Then **download this robots.txt file** and **submit into website cpanel** and then **submit to google to update your robots.txt file.**



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map:771

robots.txt Tester

Edit your robots.txt and check for errors. Learn more

Latest version seen on 5/10/17, 4:54

```
1 User-agent: *
2 Disallow: /wp-admin/
3 Allow: /wp-admin/admin-ajax.php
4
```

0 Errors 0 Warnings

http://rooferscity.com/ Enter a URL to test if it is blocked

Google

1

Download updated code

Download the updated robots.txt from the editor.

Download

2

Check uploaded version

Upload the updated robots.txt to your domain's root, then check that your uploaded robots.txt is the version you want Google to use.

View uploaded version

3

Ask Google to update

Submit a request to let Google know your robots.txt file has been updated.

Submit

Step 9 : Google Analytics verification

- Sign in with Google Analytics account
- Go to Admin - get google tracking ID and Google tracking code.As shown in below.

rooferscity
All Web Site Data

Session Settings
Organic Search Sources
Referral Exclusion List
Search Term Exclusion List

PRODUCT LINKING
AdWords Linking
AdSense Linking
Ad Exchange Linking
All Products
Postbacks
Audience Definitions
Custom Definitions
Data Import

(websites only).
Identify domains you want to exclude as referrers, for example, your own domain (websites only).

Tracking ID
UA-93778119-1

Status
Receiving traffic in past 48 hours.
0 active users right now. See details in [real-time traffic reports](#).
[Send test traffic](#)

Website tracking
This is the Universal Analytics tracking code for this property.
To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
  m=s.getElementsByTagName(o)[0],a.async=1,a.src=g,m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-93778119-1', 'auto');
ga('send', 'pageview');
</script>
```

PHP Implementation OPTIONAL
• Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
• Add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once("analyticstracking.php") ?>
```

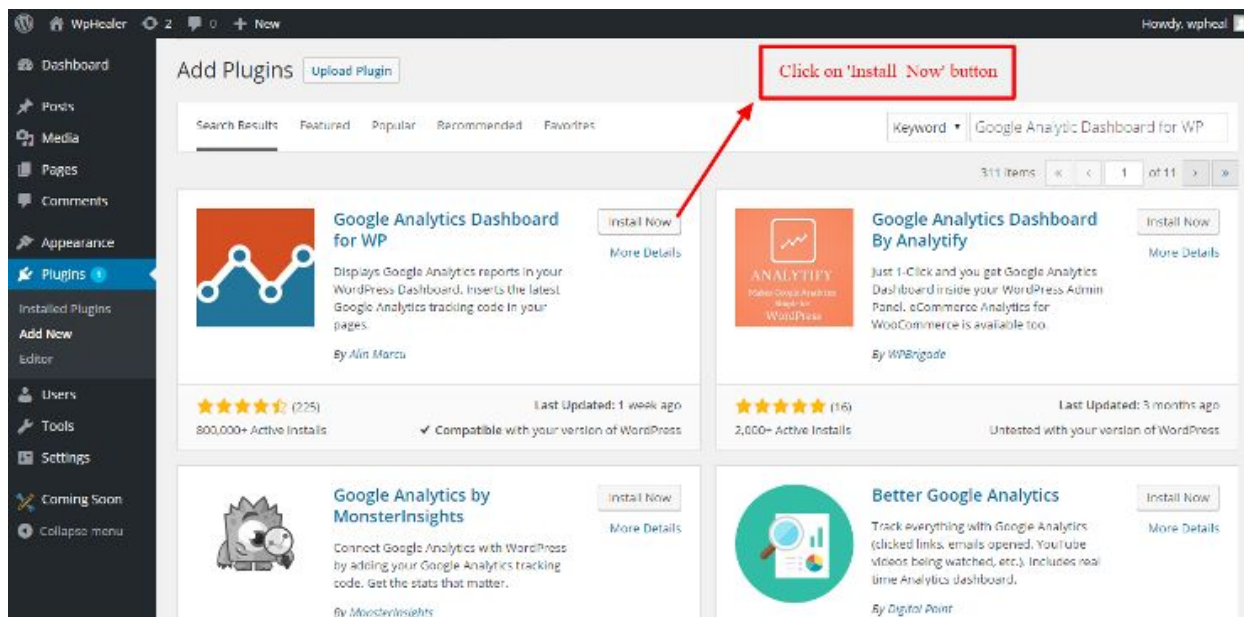
- Copy and paste the google analytics tracking into every webpage you want to track.
- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
- Add the following line to each template page immediately after the opening <body> tag:



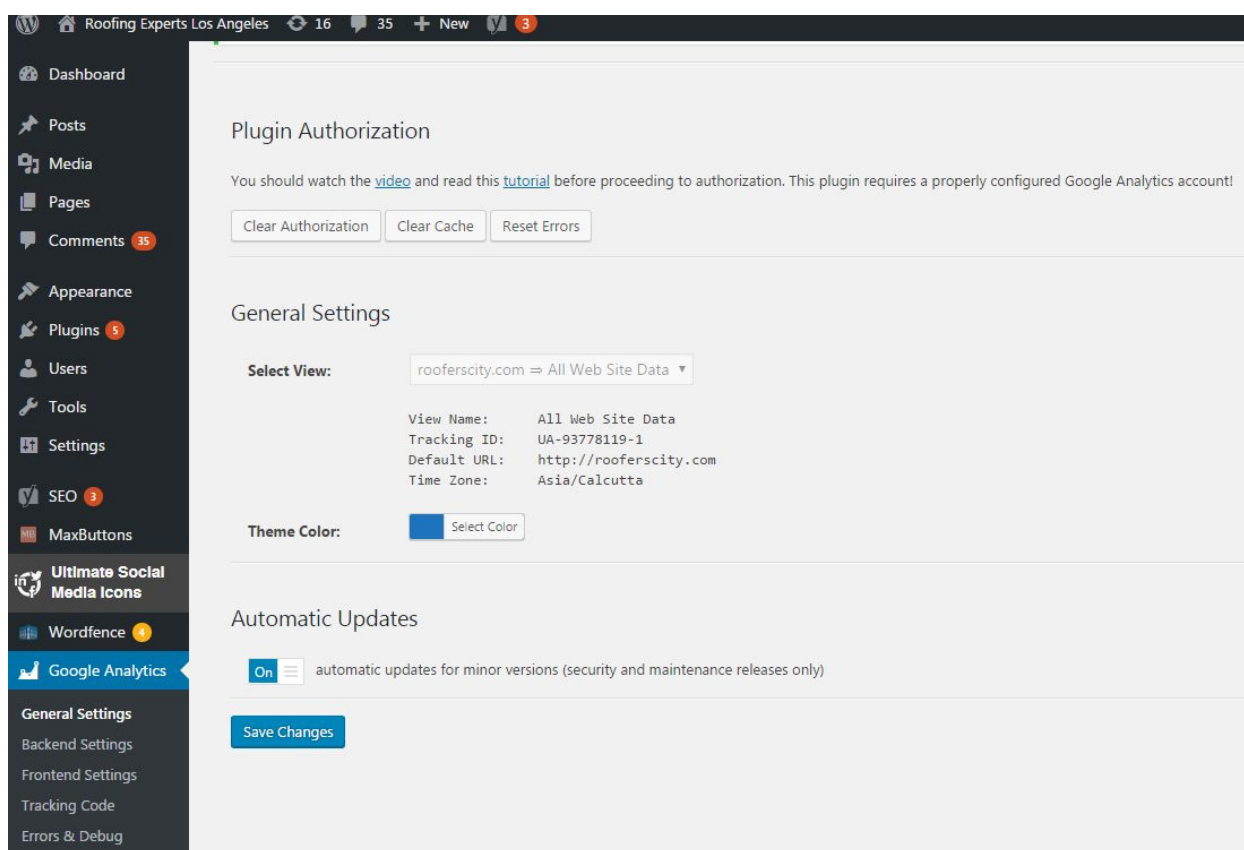
- <?php include_once("analyticstracking.php") ?>

► **For Wordpress site where we follow a different procedure for google analytics verification.**

- Login into WP-admin
- Install “Google Analytics Dashboard for Wp” plugin . As shown below



- Open the plugin configuration page, which is located under Google Analytics menu.
- Authorize the plugin to connect to Google Analytics using the Authorize Plugin button.
- Go back to the plugin configuration page, which is located under Google Analytics menu to update/set your settings.
- Go to Google Analytics -> Tracking Code to configure/enable/disable tracking.



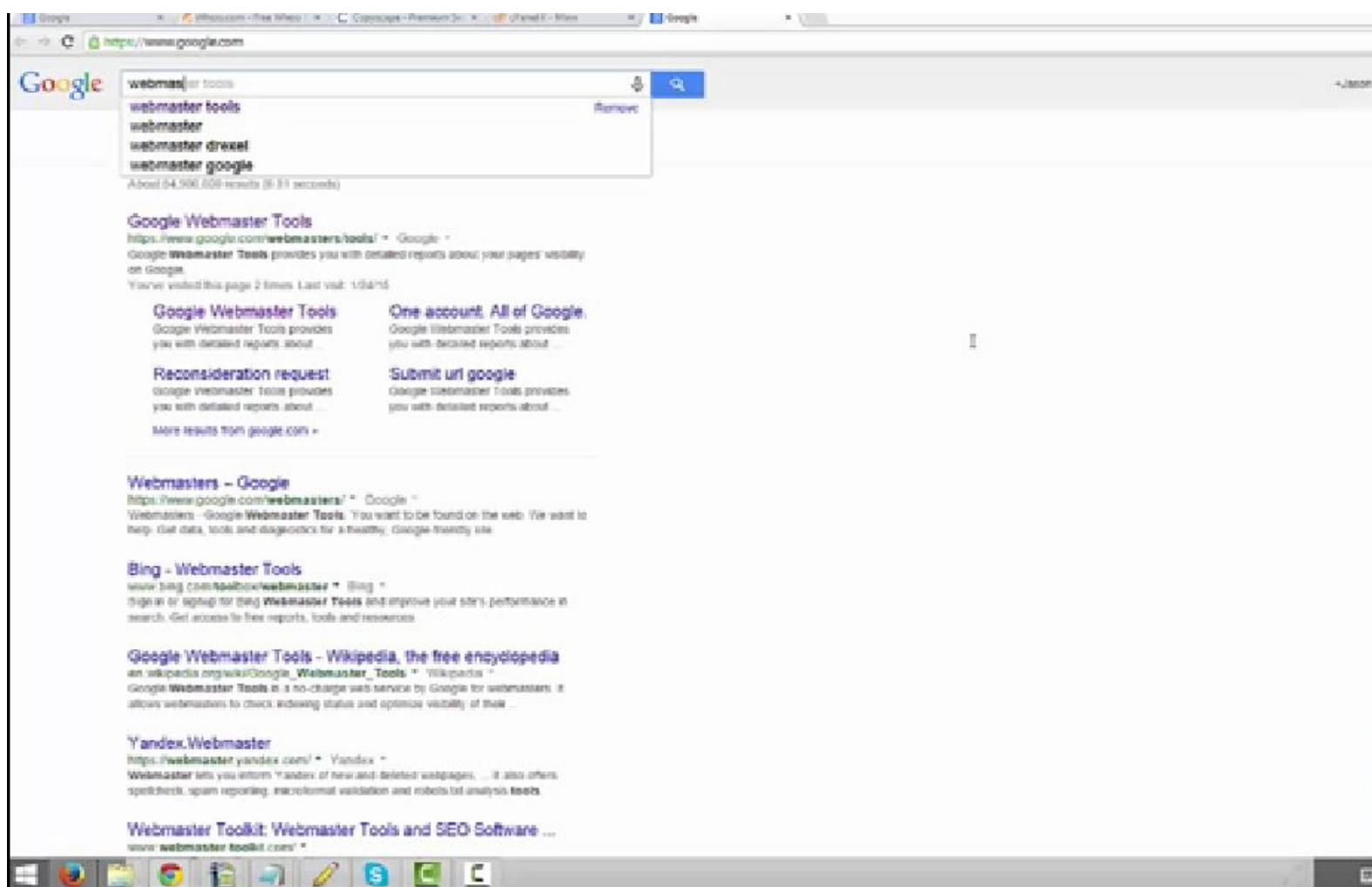
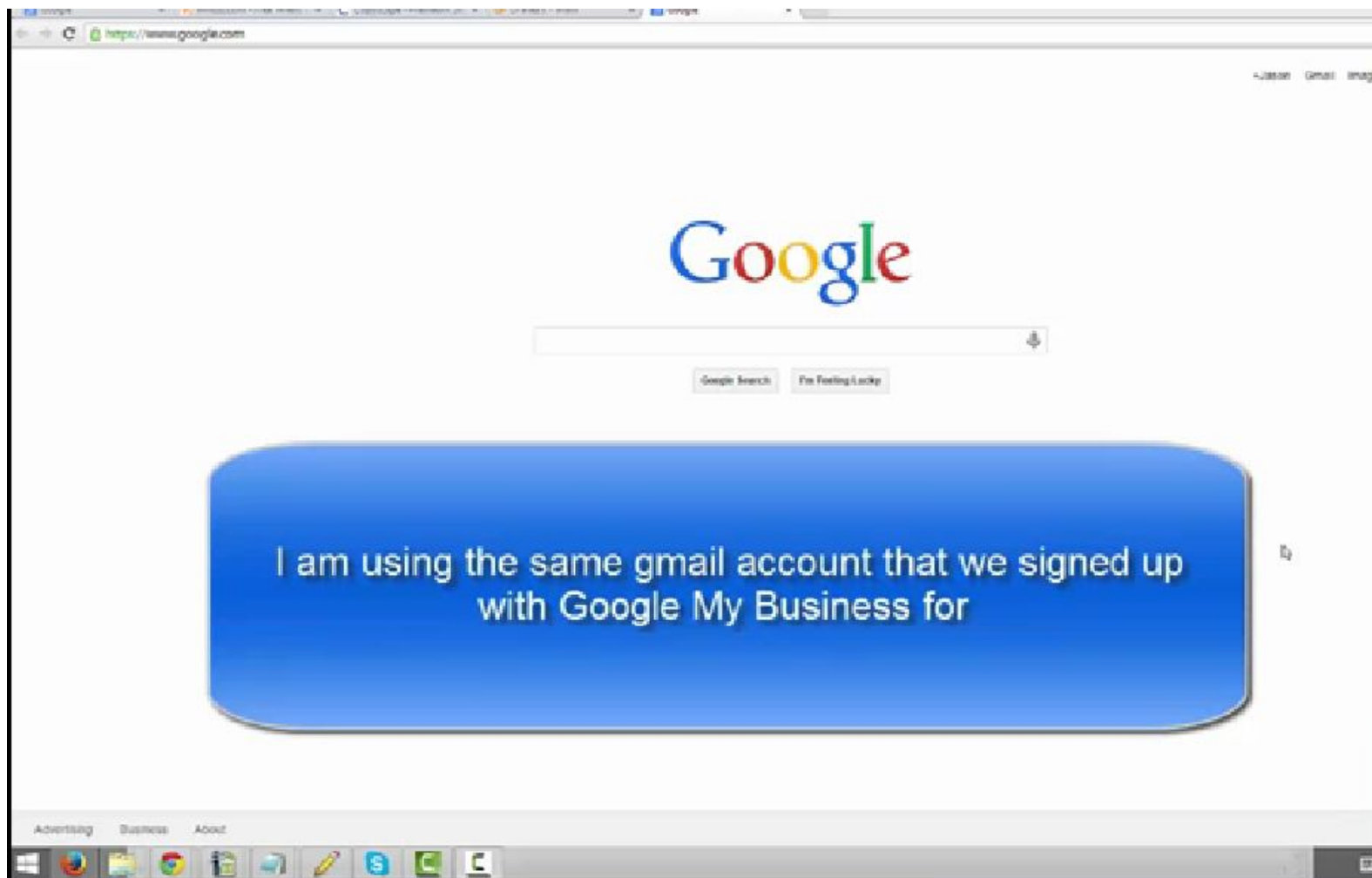
Step 10 :

(a) Google Webmaster Tools Verification.

- Login with gmail account



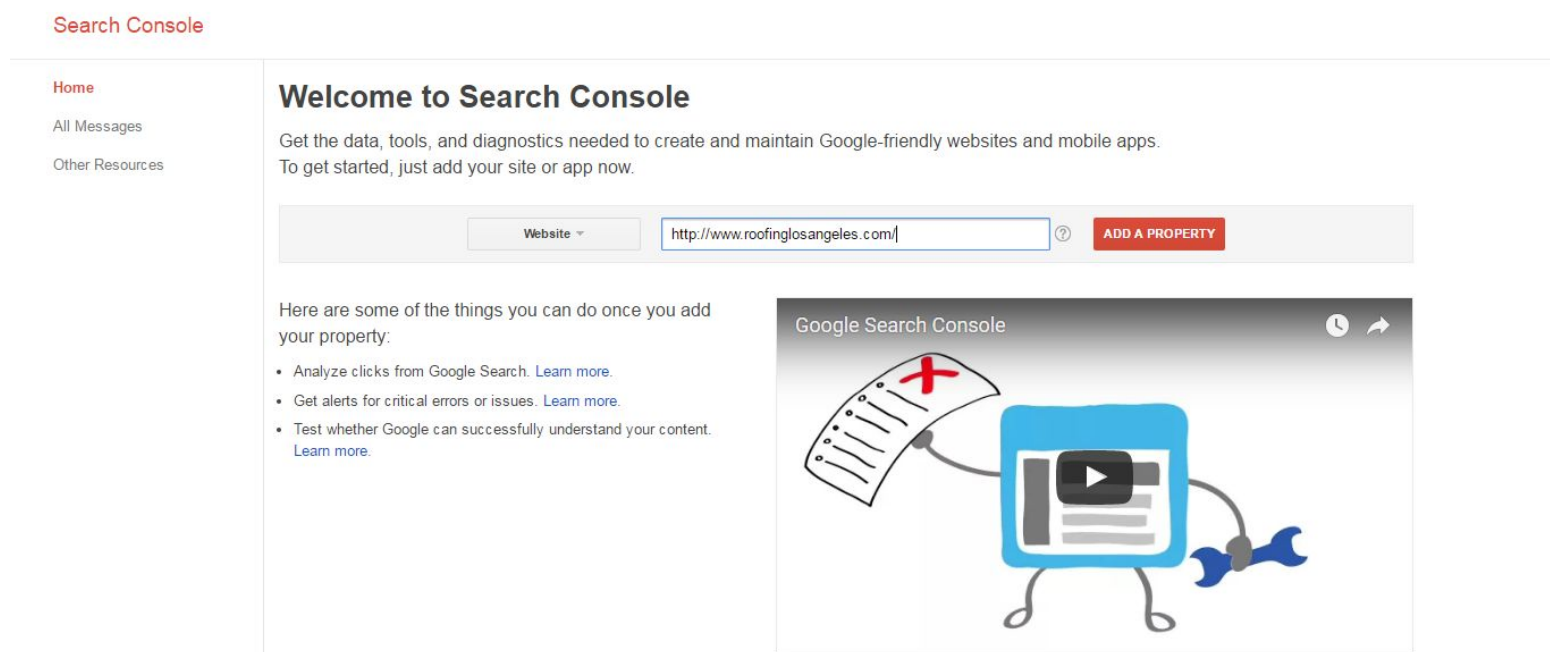
- New tab with google webmaster tools



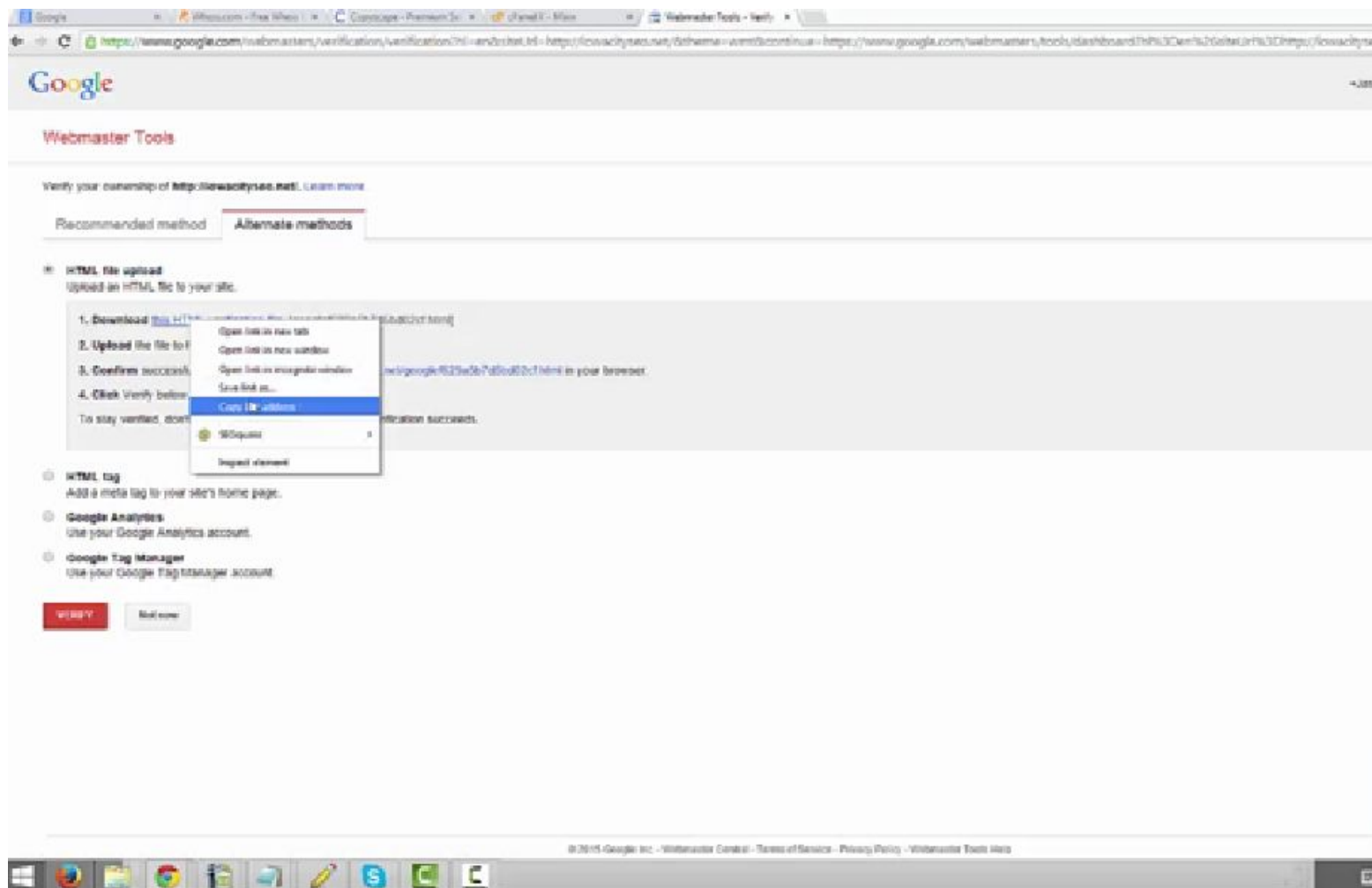
- Login with webmaster tools
- Add our site i.e., Add Site



Ex: <http://www.roofinglosangeles.com/>

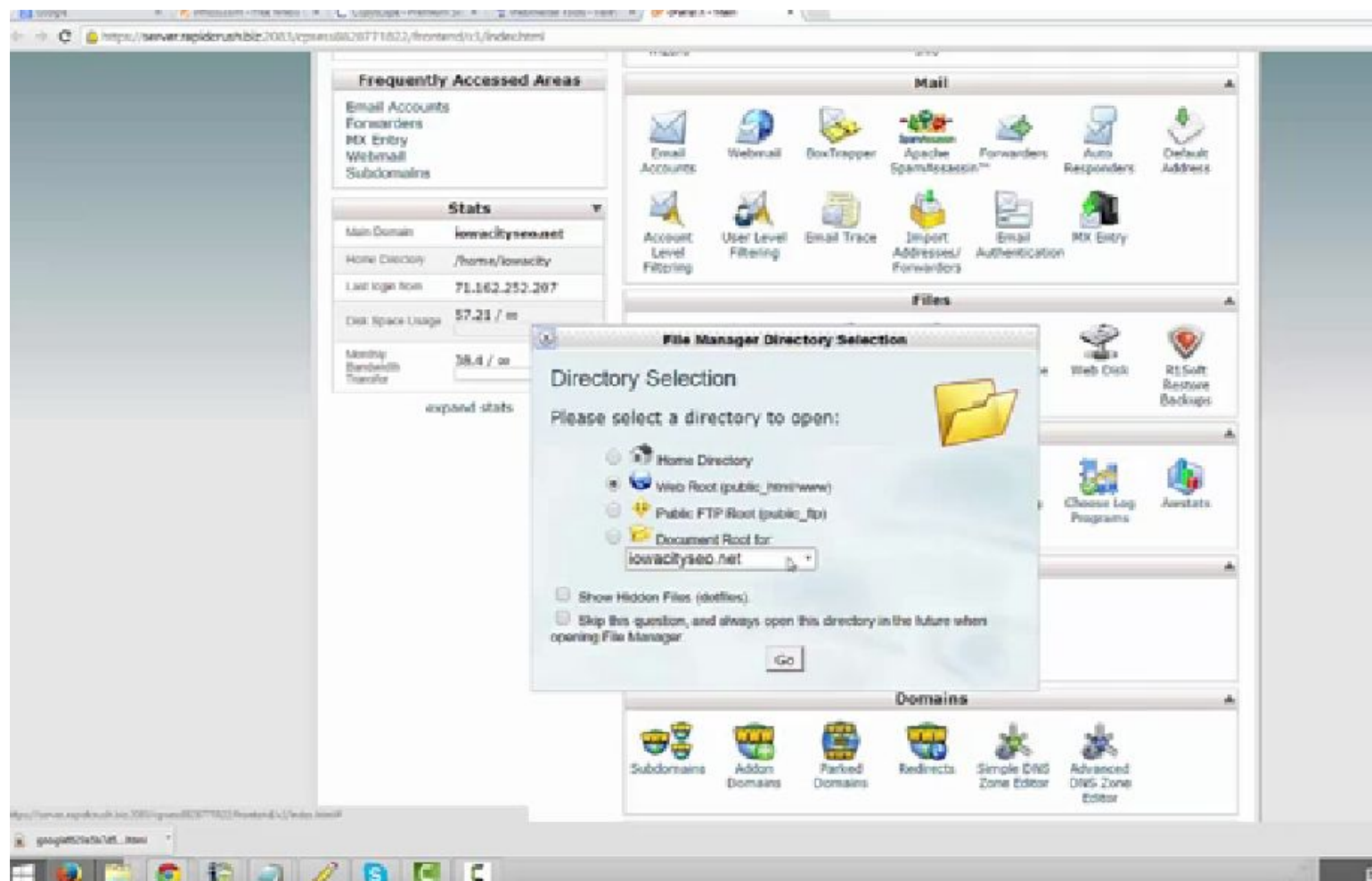


- Go to recommended method
- Download HTML site map file to your desktop.

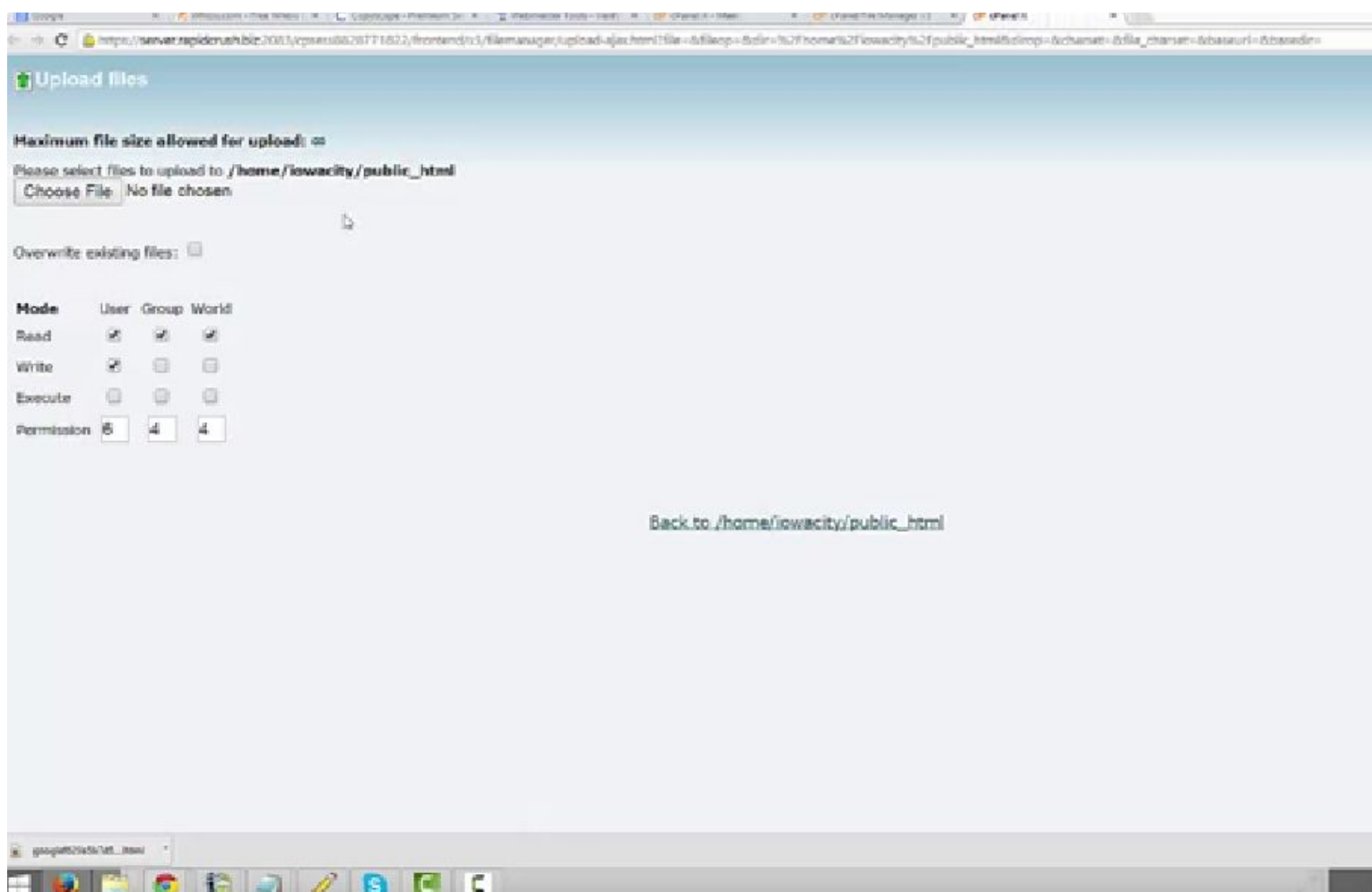




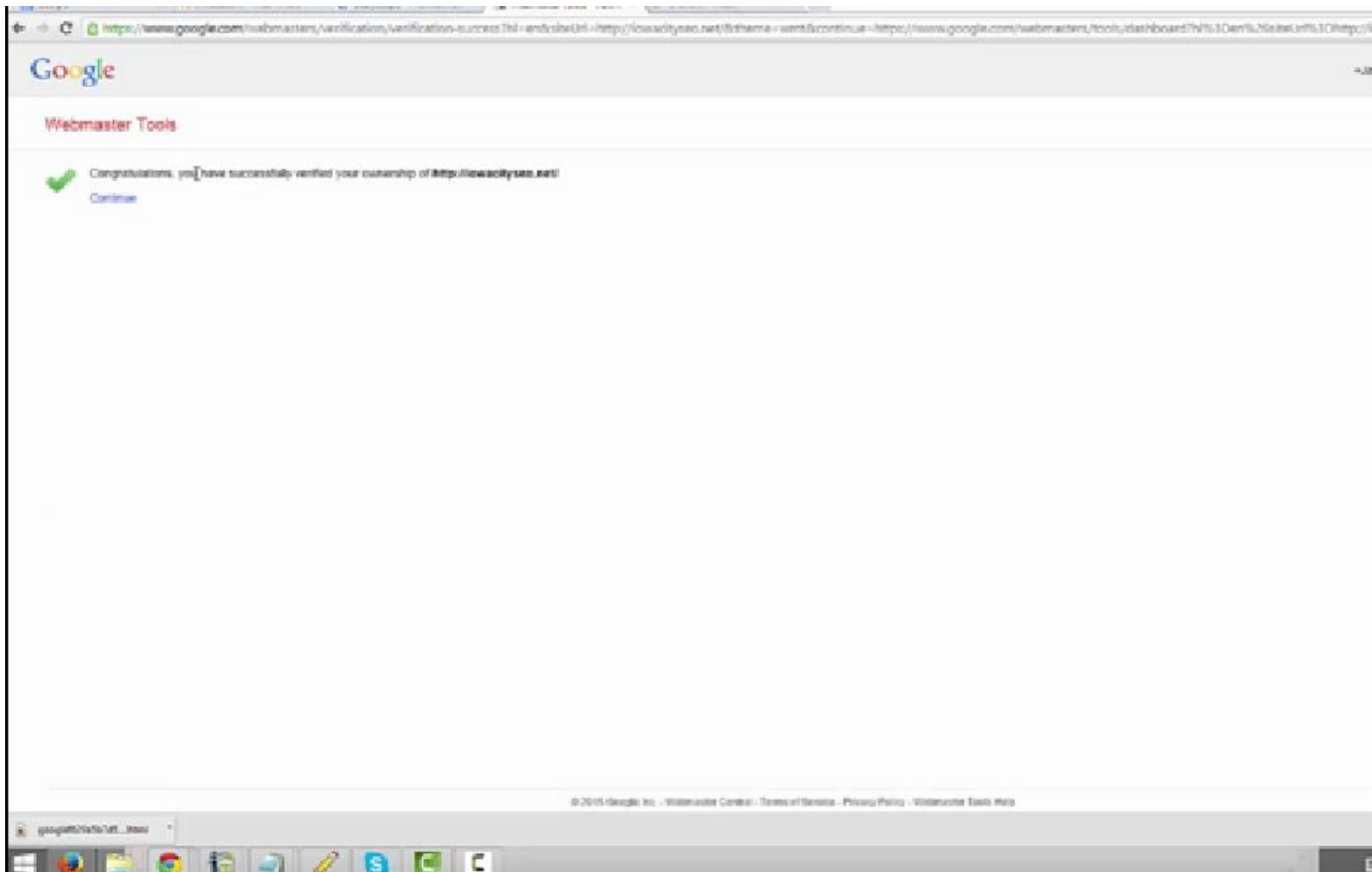
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- Go to Cpanel - File Manager
- Upload - new file
- Select file of Downloaded html site map.



- Go to webmaster tools - recommended methods - verify
- Successfully webmaster tools verified.



- Go to Webmaster tools
- Go to Fetch as Google

(b) Bing Webmaster Tools Verification.


- Go to <https://www.bing.com/toolbox/webmaster>
- **Sign-Up with Microsoft account** and create a Microsoft account as part of the Webmaster Tools sign-up process.

- Add website URL and verify your website.



- Add a sitemap of your website

Option 2: Copy and paste a <meta> tag in your default webpage

You can add a <meta> tag containing the authentication code to the <head> section of your default webpage. 

```
<meta name="msvalidate.01" content="6E0C3D6...JFB" />
```

Add CNAME (alias) record with name `15dd159d7cb01082e8913e5759b8d945` and value `verify.bing.com`.
So your DNS provider will resolve host `15dd159d7cb01082e8913e5759b8d945.liveyourlifefull.weebly.com` to `verify.bing.com`.
How to add a CNAME record to:

[Click Here](#)

- Copy and Paste above mentioned code in Yoast SEO Dashboard - Bing webmaster tools . As shown below.

Webmaster Tools **Paste the entire line of meta tag here**

```
<meta name="msvalidate.01" content="442182F30C18F471D0D1D850990F6712" />
```

You can use the boxes below to verify with the different Webmaster Tools, if your site is already verified, you can just forget about these. Enter the verify meta values for:

[Google Webmaster Tools:](#)

[Bing Webmaster Tools:](#)

[Alexa Verification ID:](#)

- Bing Webmaster tools is verified.

Step 11: Submit a XML sitemap

- Login with Google webmaster tools Account
- Go to Crawl - Sitemaps - Add a Sitemap of your website.



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Search Console

http://rooferscity.com/Help

Dashboard

Messages

Search Appearance

Search Traffic

Google Index

Crawl

- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters

Security Issues

Other Resources

Sitemaps

By me (0)All (0)

No sitemaps found for this site.

ADD/TEST SITEMAP

Roofing Experts Los Angeles1635New3

Pages

Comments35

Appearance

Plugins5

Users

Tools

Settings

SEO3

Dashboard

Titles & Metas

Social

XML Sitemaps

Advanced

Tools

Search Console

Go Premium

MaxButtons

Ultimate Social Media Icons

Wordfence4

Google Analytics

XML sitemap functionality

EnabledDisabled

GeneralUser sitemapPost TypesExcluded PostsTaxonomies

Help center

Your XML Sitemap

You can find your XML Sitemap here: [XML Sitemap](#)

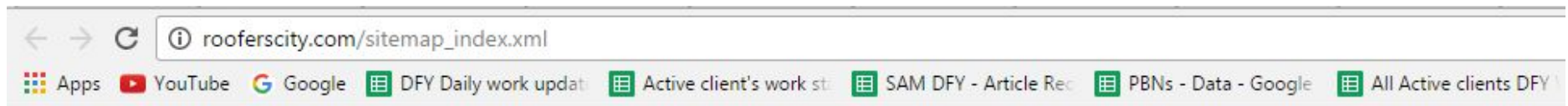
You do not need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

Entries per sitemap page

Please enter the maximum number of entries per sitemap page (defaults to 1000, you might want to lower this to prevent memory issues on some installs):

Max entries per sitemap:1000

Save Changes



XML Sitemap

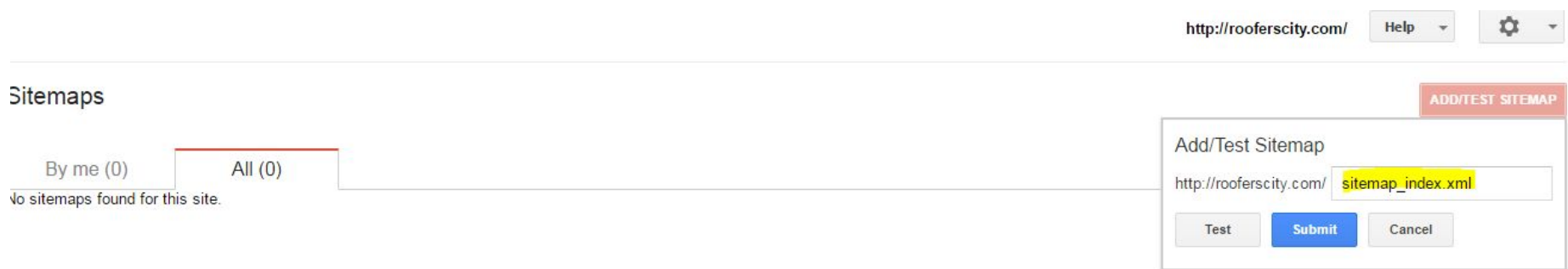
Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 2 sitemaps:

Sitemap	Last Modified
http://rooferscity.com/post-sitemap.xml	2017-04-22 07:52 +00:00
http://rooferscity.com/category-sitemap.xml	2017-04-22 07:52 +00:00

- Copy and paste your generated sitemap URL i.e.,
- **Ex: rooferscity.com/sitemap_index.xml**
- Go to **Add site map** - paste that URL



- Submit sitemap successfully.

► Responsive Design :

Google started penalizing mobile unfriendly sites. So, make your website with Mobile Friendly i.e., with Responsive Design. As shown below.



► Use Outbound Links

- Give **Outbound links to relevant pages** so google can figure out your page topic what is about.

Ex: Give outbound link to the keyword '[Roofing Materials](#)' i.e., **Anchor text 'roofing materials'** links to Wiki page link (https://en.wikipedia.org/wiki/Category:Roofing_materials) As shown below.



Roofers in Los Angeles | Emergency Roof Repair

A roofing company hires workers to fulfil jobs they have taken on; however, the responsibility still lies with the company and if there are time defaults, material mishaps or shoddy workmanship the company itself will be penalised.

The company is also responsible for acquiring **roofing materials** though the client who will have to pay for these separately to the billed hours of work. Most roofers will be employees of these companies, but some will work as independent contractors. Independent contractors are solely responsible for the work they complete, materials and finding work.

► Internal Links

- Make sure that each and every webpage having 2-3 internal links. I.e., give linking to subpages of your website.

Ex : Anchor text ' **Click Here For Residential Roofing Contractor** ' give Internal link (link to sub page of **your site**) . As shown in below Image.

Though there are downsides to being an independent contractor, in that you can only blame yourself for a bad job or going over the elected time frame, independent roofers have all the access to the money secured from the job.

[Click Here For Residential Roofing Contractor](#)

Bigger companies will take all the money that has been made from the job and give their contractors a small percentage of the cut. Los Angeles based roofers are more likely to be working for a company or be sub contracted by a company, as this helps them secure more jobs and they can rely on the reputation of the company to increase their worth to the client. With all this in mind it's not hard to see why Los Angeles roofers are some of the most respected and efficient workers in their field, in the world.

For More Information: [Roofing Experts in Los Angeles](#) , [Residential Roofing Contractors Los Angeles](#),

[Best Roofing Company Los Angeles CA](#) , [Commercial Roofing Repair Contractors Los Angeles](#)

► Add Social Media Icons

- Make Sure to add Social Media Buttons to your website. It plays a major role to rank your site.
- I.e., Create Facebook, Twitter, Google Plus, Youtube pages and add to your site.



Roofers in Los Angeles

Roofing Repair Service by Roofers in Los Angeles

Roofers are hard-working contractors that specialise in the construction of roofs. They oversee all work that is undertaken whilst measuring, installing and repairing a roof. Roofers in Los Angeles have even more work on their hands as they must battle with the heat, a vast population of busy workers, short time-frames and specifications that often far exceed other areas.

FOLLOW US :)



Search ...

▶ Post Long Content

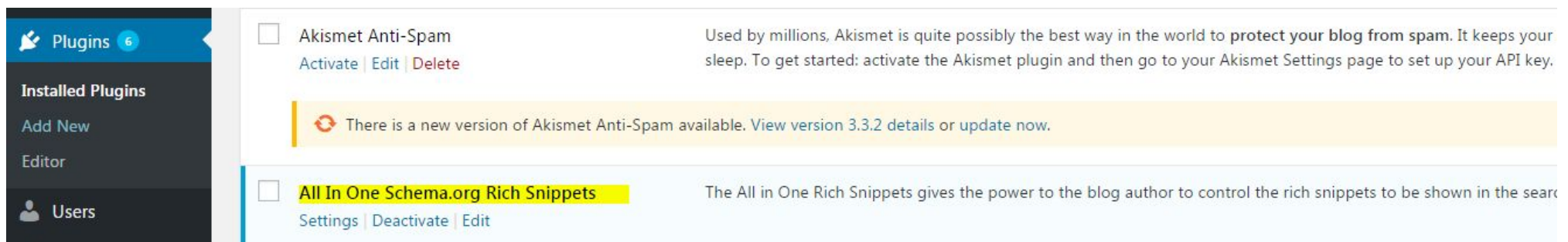
- Posting Longer content tends to rank significantly higher in google first page.
- Post Content with longer more than 500 words.

▶ Boost Site Speed

- Make sure to have **good site speed** . User don't revisit your site if a site loads more than 4 seconds.
- Google has started 'site loading speed' as one of the ranking factor. So boost your site speed.

▶ Use Schema Markup

- Schema Markup is one of the optimization ranking factor to your website.
- Schema Markup i.e., Add rich snippets to each web page that put on your website to help the search engines return more informative results for users.
- Go to Wp- login of your website - Add Plugin - 'All in one Schema.org Rich Snippets' As shown below.



- Go to each post - select the category (article, event,item review,product, service, video etc.,) fill the Rich snippets.

Article ▼

Rich Snippets - Article

Please provide the following information.

Article Image

Upload or select image from gallery. Medium size is recommended (300px X 300px)



Article Name

Enter the name for this article

Short Description

Enter the brief description about this article (About 30 Words)

Author

Enter the author name for this article

Publisher - Organization


Enter the publisher name for this article

Publisher Logo

Upload or select image from gallery. Medium size is recommended (300px X 300px)

- After adding Rich Snippets - view as below

Summary



Article Name	What Are Bitcoins
Description	So, What Does Bitcoin Mean in real terms? Bitcoins are very plain data ledger files known as 'blockchains.' So, Let see Why Bitcoins Are So Controversial.
Author	Irak
Publisher Name	Irakmedia

[Edit](#)
