



Best Practices for Optimizing a Page

October 18, 2023

Agenda



Presentation duration

30 Minutes



Conductor Speakers:

- Crystie Bowe, Senior SEO
Strategy Director at Conductor

- Platform Tools at Your Disposal
- Understanding New vs. Existing Content Optimization Processes
- Things to Consider When Optimizing Content & Technical Elements
- Understanding Key Optimization Elements
- Conclusion & Leave-Behinds

First Things First!

You're Not Alone! You Have Conductor

Explorer

Understand your page performance & current ranking keywords

Understand competitor page performance, get keyword and topic ideas

Content Guidance

Understand gaps between your page and those ranking on page 1 for your target keyword

Receive prescriptive recommendations on changes you can make to improve your page

ContentKing

Understand technical issues that may be holding your page back from performing at its best

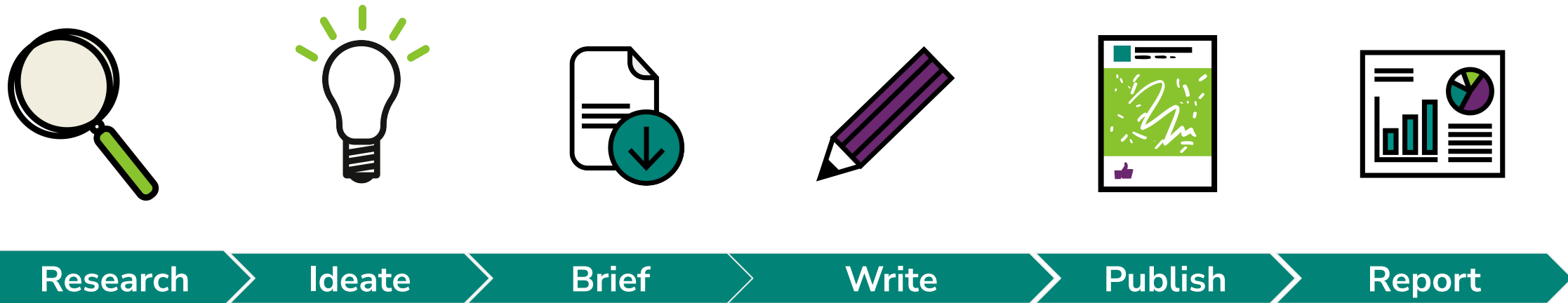
Ensure your page is accessible and discoverable to search engines

Conductor for Chrome Extension

Get a quick glance of your page (or competitor page) performance with key SEO elements outlined

Understand word count, technical issues and more at a glance

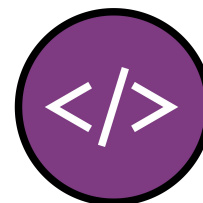
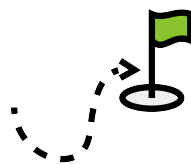
Ideal Content Production Process: New Content



Platform Enablers



Ideal Content Optimization Process: Existing Content



Report

Competitor
Analysis

Map Target
Keyword

Fix Technical
Issues

Adjust
Content

Publish

And Repeat!

Platform Enablers

Page Details
Workspaces

Content
Guidance
Market Share

Explorer
Content Guidance
Chrome Extension

ContentKing

Writing
Assistant

Page Groups
Custom
Annotations



Things to Consider When Optimizing Content

Existing Content Optimization

When optimizing existing content, we want to ask ourselves a few important questions:

1. How is the content currently performing?
2. Are people in your industry searching for the terms you're targeting?
3. Are there similar pieces of content that exist that we should consolidate?
4. How are top-performing competitors targeting these terms?



When creating effective and rankable web content, it's vital that your SEO is up to speed. If you're wondering how to optimize for search engines and learn on-page SEO, look no further.

This handy, downloadable on-page SEO checklist will teach you how to learn on-page SEO so you never miss a chance to optimize your website or blogs.

Conduct Keyword Research

- Use terms that are searched for frequently by your target audience.
- Find phrases relevant to the central theme or topic of your content.
- Pick keywords within your site's ranking power.

URL Structure

- Keep URLs lowercase, which is easier to read and standardizes the URL.
- Use hyphens (-) rather than underscores (_), which cannot be seen if the URL is published as a bare link.
- Use accurate keywords that give an accurate description of what the page contains.
- Avoid using unnecessary words, only use words users will search for.

Title Tags

- Keep your title tag length under 60 characters so it does not get cut or have words omitted by search engines.
- Avoid keyword stuffing and don't repeat the same keyword.
- Put the most important keywords first, use variations of keywords and don't create a list of things in your title tag.
- Give every page its own Title Tag. Avoid generic titles, which can reduce click-through rates.

Meta Descriptions

- Ensure SEO meta descriptions are between 50-160 characters.
- Have a clear call to action (CTA) to encourage clicks.

H1 Tags and Subheadings

- Write H1 tags that are 20-70 characters, in bold and use relevant keywords.
- Make sure your H1 contains the most important keywords to help users navigate content.
- Optimize your subheadings (H2, H3) for SEO.
- Organize your subheadings to achieve higher page rankings.
- Make sure the headings are readable, relevant and not duplicated.
- Incorporate LSI keywords into your H2 and H3 headings.

Links in SEO

- Include backlinks for SEO to reputable websites to prove you are a trustworthy site.
- Add internal links back to pages on the same website to signify that the site is important.
- Incorporate outbound or external links to other sites, which are valuable in signaling to search engines that you're an EAT source.

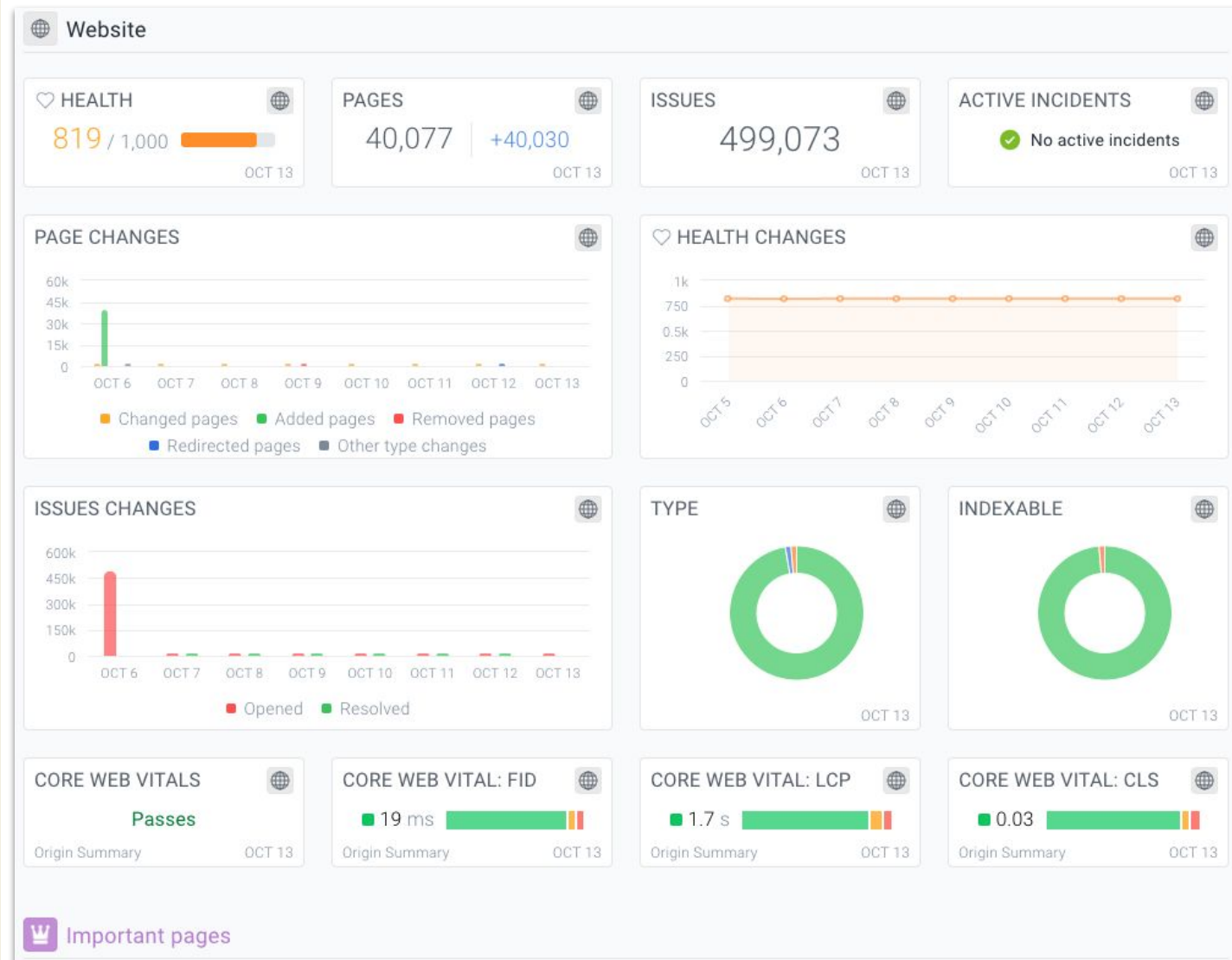
Image Optimization

- Choose the right format. PNG and JPEG are most common for websites.
- Compress images to enhance your site's speed.
- Customize image file names with keyword-rich titles.
- Be aware of copyright restrictions. Use only original images or stock photo images you have a license for.
- Use an alt tag that includes the SEO keyword or phrase for the page to describe it clearly for the viewer and search engine.

Technical Considerations

When reviewing technical health for a given page, consider the following:

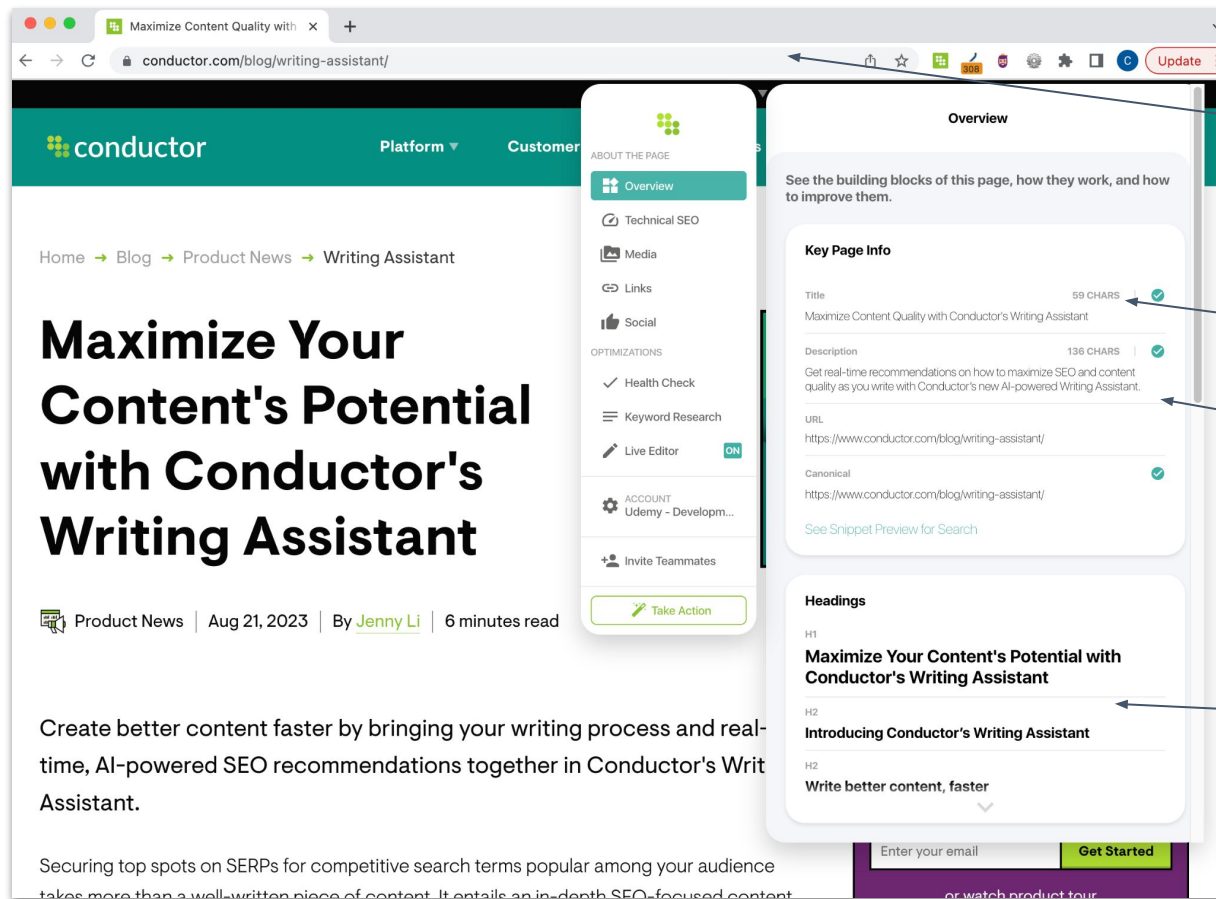
1. Is my page accessible to users and search engines?
2. Do all of my key SEO elements have some content in them?
3. Does my page have enough internal links pointing into it?
4. Is my page slow, compared to other top rankers?
5. Is my rich media (images, videos, etc) appropriately tagged for accessibility purposes?



The background features a complex, abstract composition of overlapping organic shapes. Large, flowing forms in a vibrant teal color are layered over a dark charcoal grey background. Interspersed among these are smoother, rounded shapes in a light cream or off-white color. The overall effect is a dynamic and modern visual texture.

Understanding Key Optimization Elements

Anatomy of a Page - SEO Elements



URL

Title Tag

Meta Description

Heading Tags

Key SEO Elements - Best Practices Cheat Sheet

Title Tag & Meta Description

Title Tag

- Unique to each page
- 50-60 characters long
- Include primary & secondary keywords
- Ensure it reads naturally
- Branding at the end

Meta Description

- Unique to each page
- 150-160 characters
- Compelling & relevant to the page
- Entices click through

URL

- Keep it simple and straightforward
- Include your keyword as close to the root of your URL as possible
- Avoid parameter strings, capital letters, underscores or spaces (use dashes)
- Avoid using stop words (of, a, and, the, etc.)
- Shorter than 2,083 characters

Heading Tags

- Map H1 to the title tag
- Should include most important keywords and serve as the title of the book
- Only one H1 should be used per page
- H2-H6 can be used as the chapters of the book, can have multiple H2s, H3s etc. Include secondary and tertiary keywords

Images

- Include keywords in the ALT text of the image
- Ensure that the alt text accurately describes the content of the image
- Make image alt text short and descriptive
- Important for ADA compliance

Internal Links

- Links are how your content gets found!
- Use anchor text
- Link deeply when possibly throughout the site
- Use links that feel natural to the reader
- Use relevant and 'follow' links
- Use between 3-4 links per 1,000 words of content

Notable Technical Elements - Best Practices Cheat Sheet

Discoverability

- Pages that you want to be included in Google's index should be referenced in your XML sitemap
- The XML sitemap should live in your robots.txt file
- An HTML sitemap may be useful for both users and search engines to find your content
- Ensure the central content on your page is HTML-accessible and doesn't need JavaScript to view

Page Speed & UX

- If your page is slower than competitor pages that are targeting your keyword, you may want to consider optimizing this
- Image sizing compression can be a quick win when it comes to optimizing page speed
- Ensure it's easy for users to read your content and take the next action
- If your page has a high bounce rate, analyze the keywords you're targeting to ensure they fit the content

Internal Links

- Ensure internal links pointing to your page are not redirected or broken
- Ensure your content has enough internal links, using the target keyword within the anchor text when possible
- Add navigational links to important content, where possible
- Ensure your internal links are 'follow' links

Rich Media

- Ensure all images throughout your content include descriptive ALT text
- Ensure video content includes a thumbnail and description. Consider utilizing semantic markup to tell engines more about the content of the video
- Use transcription when available

Duplicate Content

- Prevent duplicate content by including a proper canonical tag on your page
- Check ContentKing for instances of duplicate titles and meta descriptions - this could be a sign of duplicate content on your site
- Check Content Guidance for instances of cannibalization

Choosing the Best Keywords to Target



Search Volume (MSV)

How many searches took place for a particular query in a given month. The higher the volume, the higher the searches and competition.



Relevance

While search volume is a great measurement for competition and strength, it's not always the best way to determine relevance.

Implementing a Proper Keyword Strategy

Primary Keyword

The central keyword you would like this particular page to rank for, typically with search volume and page relevancy.

Should appear at the front of your title tag, and also in your meta description, H1 & body content.

Secondary Keyword

Complementary to the primary (and may even include another modifier).

Should appear in your title tag if possible, an H2, and within your body content.

Tertiary Keyword

Not always necessary (or available), highly long-tail targeting specific, lower-volume niche keywords.

Can appear in your title tag if length allows, and should appear in body content where applicable.

Remember: You Don't Have To Target Every Keyword To Rank For Them!
Latent Semantic Indexing identifies patterns, as well as related terms and concepts.
For example: Lug nut wrench, automobile, fix and wheel are all semantically related to "flat tire."
Using these terms within the content will help better contextualize its meaning.

The background features a complex, abstract composition of overlapping organic shapes. Large, flowing forms in a vibrant teal color are set against a dark charcoal grey background. Interspersed among these are smoother, rounded shapes in a light cream or off-white color. The overall effect is dynamic and layered, with the shapes creating a sense of depth and movement.

Conclusion & Leave-Behinds

Remember

Great Content is Paramount to SEO

Great content that provides the best user experience will earn the best rankings.

Conductor is here to help you build content in the way that both users and search engines prefer.

Ensure Technical is Buttoned Up

Technical issues can tie one hand behind your back when trying to rank well - don't let them!

Resolve technical issues as part of your ongoing optimization efforts.

When in Doubt, We're Here to Help!

Use your OMRs for expert page optimization recommendations.

Use the Support functions via your CSM or the platform.

Utilize the Conductor Knowledge Base.

Resources



- [Conductor Knowledge Base](#)
- [Conductor On-Page SEO Checklist](#)



Questions?

THANK YOU!