

# BEST ON-PAGE SEO TIPS

## *for Generating Content*

ADD THESE INSIDER TIPS TO  
YOUR MARKETING STRATEGY



founding *females*

# HELLO!

Hi, Dreamer! I'm Francie Hinrichsen, the proud founder of Founding Females® - a company on a mission to empower women to create profitable businesses that light them up inside. I launched my first business, Simply Integrated, llc, in 2015 - marketing consulting company called. Since then, I've experienced first-hand how owning a business can be the ticket to freedom, and if you're here because you want that too, I'm cheering for you.

My heart beats for helping small business owners rock the entrepreneur scene, create purposeful businesses, and create a life they love waking up to. At **Founding Females®**, we empower the female entrepreneurship community in several ways, including:

- [Female Business Mastermind](#)
- How to start a business book called, [Dream, Build, Grow: A Female's Step-by-Step Guide for How to Start a Business](#)
- Free monthly local entrepreneur [Meet Ups](#)
- [Female Entrepreneur Blog](#)

Inside our community are women thriving in entrepreneurship and sharing their own best practices, encouragement, and dreams. Come join us!

I hope you find the tips in this guide to empower your entrepreneurial journey. They've come with a high level of hard work, tireless trial and error, and a great deal of intentional learning.

I'm thrilled to be in community with you! Reach out any time with questions or business chat at [YesSheCan@FoundingFemalesCo.com](mailto:YesSheCan@FoundingFemalesCo.com).

*Francie*



# BEST ON-PAGE SEO PRACTICES

## WHAT IS ON-PAGE SEO?

According to Moz, "On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals."

The following are 11 tactics you can do to set yourself up for success as you generate content. What you'll learn here can be applied both to your website content (home page, about page, etc.) as well as blog content.

## BLOG STRATEGY

There's a great deal of strategy that goes into leveraging a blog to drive conversion. If used strategically, a blog can be a cornerstone of a company's marketing program. Many people approach blogging too simply assuming that the purpose is writing about ideas and *hoping* they stick.

Rather, implementing strategy can **1)** help land those posts high in search engine rankings, **2)** feature tactics that entice readers to convert, and **3)** serve as share-worthy pieces of original and authentic content.

Because blog posts are typically so rich in text and pictures, there's a great deal of opportunity to optimize them to drive organic traffic. Take the following 11 tactics and begin implementing them anytime you create content for your website, blog, social media posts, emails, and any other type of content whose purpose is to connect a message with your target market.

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## 1. CRAFT A COMPELLING, OPTIMIZED POST TITLE WITH AN OPTIMIZED KEYWORD PHRASE IN THE FIRST SIX WORDS

Having an optimized title can help drive traffic to your site because when it appears in the SERPs (search engine results pages) as the search term your audience is using to find what they're looking for, your **click-through rate** is likely to be higher.

Most website platforms will auto-populate the SERP post title and meta description (the description of the page found under the page title in the search results), so make sure you intentionally craft the title to appear exactly as you'd like it to.

More recently, it's been said by professionals that even if a site owner specifies the meta description, the search engine may choose to trump it and pull its own. Best practice is to craft intentional meta descriptions anyway.

### WHY IT MATTERS

The title plays an important role in driving organic traffic because search engines focus on the title's keywords for indexing. Since the title plays one of the most important roles in indexing, make sure you take the time to craft it so it's fully optimized.

Secondly, the click through rate (the rate at which searchers click through to your site) is something search engines track and a component of the algorithms. If your post is clicked on more frequently than the competition's, this is said to be one positive contributing factor to how your site or blog post ranks.

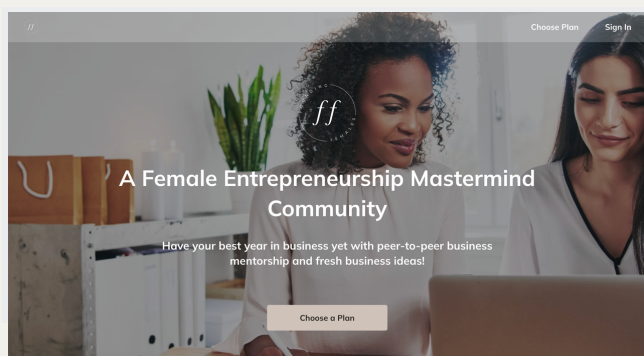
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## A FEW TIPS...

- Make sure your exact keyword phrase (the one you've performed keyword research on) is included in the first six words of the title. A good rule of thumb is to use your keyword phrase + an added result your audience is looking for. For example, "11 summer fashion trends to keep you in style this season." Whereas, "summer fashion trends" would be the optimized keyword phrase.
- Keep in mind that Google only allows 57 characters of the title to show in search results, so get your point across with impactful, results-focused titles with the appropriate length.
- Odd numbers tend to get more clicks - when using a list style blog post, try to use an odd number of items for the majority of your posts.

## FINDING THIS CONTENT TO BE HELPFUL?



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## 2. CREATE A META DESCRIPTION CRAFTED SPECIFICALLY FOR MOTIVATING SEARCHERS TO CLICK THROUGH TO YOUR SITE

The text describing what the web page is about below the title in Google search is called the 'meta description.' Google will automatically pull an excerpt from your article if you don't craft one yourself, so take over the snippet your audience reads when it decides whether or not to click on your post.

The meta description is read by your audience 20% of the time, so it's important to get it right. It's also important to recognize that this space is an opportunity to pack the punch and tell searchers exactly why your post or page meets their needs and entice them to click through.

Considering that the #1 result gets more click throughs than results #2-#10 combined, it's worth the effort to intentionally craft the meta descriptions.

### PRO TIP

Your audience is used to seeing an ellipsis that indicates the sentence has been truncated ("...") because Google truncates descriptions longer than 156 characters. Use this to your advantage by truncating the key points of the article. For example, "There are 5 pro ways to create a classic, fashionable wardrobe that gets noticed. The one tip that makes the most impact is...". Using this technique can help increase your click through rate because the first sentence gets them excited and the second sentence leaves them hanging on the result they're seeking.

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## 3. YOUR PERMALINK STRUCTURE MATTERS

The permalink is the part of the URL that comes after your domain name that shows up for your post. Your permalink should be descriptive of what your article is about using keyword phrases and hyphens to separate each word. A bad permalink would look like a jumbled combination of characters that don't make sense.

Keep in mind that you'll want to attend to your links before you publish an article. Changing the link structure after the blog has been published could create broken links if you or others have linked this blog post externally.

What that means is if you change the link after you publish the post, the original url will not link to your blog post and visitors will receive what called a '404 Error page,' which creates a disconnect between the reader and your website.

## 4. KEEP YOUR WEBSITE TITLE SIMPLE BUT DESCRIPTIVE

Your site title appears on every post's meta title. It also appears in the open tab on your browser. Keep this title short and sweet with keywords your audience would use in a search engine to find your business.

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## 5. LONGER POSTS GET BETTER RESULTS.

Your blog post should be no less than 500 words. Anything less could get you penalized by Google. However, according to one study the average number of words from posts that landed in the #1 spot on SERPS is 2400 words. In this case, more is more, as long as you're providing valuable, actionable content to your readers. Google is in business to deliver the greatest experience to searchers as quickly as possible. There are several reasons length matters.

First, a short post is less likely to provide the comprehensive answer a searcher is looking for. Secondly, more words provide more opportunity to use your keyword phrase naturally along with synonyms, which is important to the Google algorithm. Third, more content means visitors will spend more time on your site. All of these indicators tell Google about the experience your audience is having on your site.

## 6. OPEN YOUR POST WITH KEYWORDS, THEN REITERATE THE EXACT KEYWORD PHRASE (WITHOUT STUFFING) THROUGHOUT AND AT THE END OF THE ARTICLE.

Keyword stuffing is blatantly against Google's policies. Optimized keywords should appear naturally within your text and titles. Keyword stuffing will get your posts penalized. However, reiterating your keyword phrase at the end of your article is good practice. Remember in grade school when learned to write? "First I'm going to tell you about what I'm going to tell you, then I'm going to tell you, and then I'm going to tell you what I told you." Follow this same practice and be sure to use the exact same optimized keyword phrase at the end of your article and similar keyword phrases throughout the page.

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## 7. USE SYNONYMS AND RELATED WORDS TO IMPROVE YOUR LATENT SEMANTIC INDEXING

Latent Semantic Indexing is a retrieval method that identifies patterns in relationships between the terms and concepts in a collection of text. LSI finds a correlation among phrases to indicate the extent to which a concept is explained. Synonyms and related words help relay a message in a clearer, more cohesive manner.

To make the most impact, use synonyms of your target keyword phrase to help describe the concept you're aiming to convey.

## 8. STRUCTURE THE POST SO IT'S EASY TO READ USING HEADING AND SUBHEADINGS

Headings and subheadings matter for two reasons. First, they help naturally guide the reader through an article, highlighting the most important points. Second, for readers who wish to skim (which is most of them), headings and subheadings help provide the main points of the article quickly.

Use the actual headings and subheading feature for your post headings and subheadings, rather than making the font bold and/or increase the size of the text in those places to make it look formatted. Keep in mind that in addition to using the headings and subheadings, the actual words used for such key pieces should be optimized with keywords for search.

If your article is well written with forethought and an intent to provide great content, this piece should be simple.

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## 9. NAME YOUR IMAGES WITH DESCRIPTIVE KEYWORD RICH PHRASES BEFORE UPLOADING THEM TO YOUR SITE

The file name you assign to your images matters. That's because Google cannot "see" and understand what appears in your photos (at least not yet). You have to tell Google what your photos are about by naming them. That means when you save them to your computer prior to uploading them to your site, they should be fully optimized with keywords and proper structure.

Another way to optimize your images is to use the alt and title tags features for images. The alt tag structure should include hyphens between words much like the permalink structure. For titles of pictures, use keyword rich phrases and capitalize the first letter of each word in the phrase.

Keep in mind that people tend to gravitate toward the visual. Images that can help reinforce your point can be helpful, more "share-worthy," and more engaging. Cater the images to the content of your post. Graphs and charts, video, or images of your product or service all help create a better experience for the reader. Blog posts that use images and videos in the list format are 550% more likely to receive inbound links, according to Moz.

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## 10. LEVERAGE INTERNAL LINKS

Google favors websites that link internally because it leads visitors through the site and also helps Google understand how the pages are related. Internal links help website rankings because they increase the time someone stays on your site.

Make it a habit to **place one internal link in the last paragraph of each post**. Doing this will drive that customer to explore more about your site and navigating around your site decreases your bounce rate.

A **bounce rate** is the rate at which someone visits one page on your site and leaves. This is exactly why your website should be set up to lead people where you want them to go with calls to action, internal links, and other opportunities to engage with your website. The more time they spend on your site, the more likely they are to convert.

## 11. USE KEYWORDS TO HYPERLINK

Google places priority on anchor text, so it's another opportunity to boost keyword rich phrases. In the following example, the latter is more preferable assuming the bolded text is hyperlinked text:

1. Check out **this** article about cooking brussels sprouts.
2. Check out this article about **7 New Ways to Cook Brussels Sprouts**.

# YOU'VE GOT THIS.

Running a successful business isn't just *one* big thing, it's a thousand little things.

So you might be looking for an expert or community with proven expertise to guide you. **Good news, friend, that's exactly what I do.** I consult with entrepreneurs one-on-one and I also lead a **small business mastermind for entrepreneurs** looking to gain a community of support. Below are **two opportunities** to dive in and decide *now* is the time begin thriving.

If you're tired of feeling blindfolded in your business, ready to make positive progress, and excited to reach your business's potential, **let's connect.**



Join the Founding Females®  
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