# GOOGLE SEO FACTORS

## YOUR WEB SITE HEALTH

### PAGE LOAD SPEED
How fast a page loads affects how Google will rank that page. You want each page to ideally load in less than 5 seconds. Use GTmetrix.com to test page speed.

### OPTIMIZED FOR MOBILE BROWSERS
Each page needs to be optimized for display on mobile browsers or Google will not rank it as high.

### LOW BOUNCE RATE
A page's bounce rate affects how Google will rank that page. You want to make sure your pages don't contain high bounce rates of over 80%. The lower the better.

### NO DUPLICATE CONTENT
Google will penalize your page rankings if it finds duplicate content across your pages. This can be the same content on more than one page of your site, or the same content on one of your pages that's found in many other places on the Web.

### DON'T OVER-OPTIMIZE
Google will penalize your page rankings if you use to many cross-links, too many keywords stuffed onto the page or in the meta tags, or any other sort of abuse to try and rank higher.

### ONLY INDEX IMPORTANT PAGES
It helps your overall rankings if you use NOINDEX meta tags on pages that won't matter if they are ranked. This helps because you will only be ranking the most important pages which will give your overall site better bounce rates.

### USE A SITEMAP
Using a sitemap is not necessary but it does make Google's job easier and can help with your site's rankings.

# ONPAGE OPTIMIZATION

## A

### TITLE TAG

The title of your page matters and should start with the keyword you are trying to rank for, if possible.  A recommended Title Tag format is KEYWORD + OTHER | SITE NAME.   The "other" is simply other words in the title, followed by the "pipe" key (that vertical line symbol) and the name of your site, business, or brand.

### META DESCRIPTION

You will want to include different keywords within a well-written description of that page and include some synonyms of the keyword you are trying to target. NOTE: Make sure to have a different Meta Description for each page.
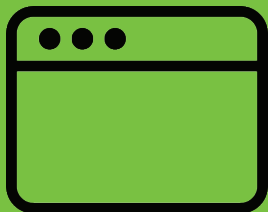
### PAGE TITLE

This will usually be the same as the Title Tag (but with your Site Name) and will typically be the title of a blog post.

### URL

You will want to include keywords in the name of each web page.  Recommended to use a format similar to keywords-in-your-page-URL.html

**WWW**

## H

### HEADING

This will typically be the title of a blog post but it's the main headline or text towards the top of the page and should contain the keyword.

### BODY COPY

It's important to include the keyword you are targeting in the rest of the copy on that page, but never overdo it.  1-3 times max.  Try and use synonyms for that keyword.

### IMAGE ALT

You will want to add the keyword within a main image that's displayed on that page.

# ADDITIONAL RANKING FACTORS

## SOCIAL SIGNALS
How many times your page is shared, liked, commented on, etc. across different social media platforms now matters to Google.

## INCOMING LINKS
Incoming links pointing to a page really affects how it will rank, but you never want to create incoming links in an abusive way or get them non-related topic sites.  Vary the anchor text of incoming links (use synonyms) so all the incoming links don't only have the same link text.

## CROSS-LINKING
It's important to link between your own pages (such as relevant references within blog posts to your other blog posts) and do so with varying anchor text.  Try to add 1-3 cross-links per blog post.

## LINKING OUT
It's important that your pages link out to other high quality, related content on the Web.  This is a natural occurrence on the Web and it makes your site activity look natural to Google.