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On-site SEO

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Search Engine Optimization

- On-Site SEO
 - You control
- Off-Site SEO
 - Other's control (mostly)

Off-Site SEO - Backlinks

- Page Rank (PR)
- Top-Level Domain (TLD)
 - .com
 - .edu
 - .gov
- Anchor text
- Author

Trust Rank

Ranking in the TrustRank era*



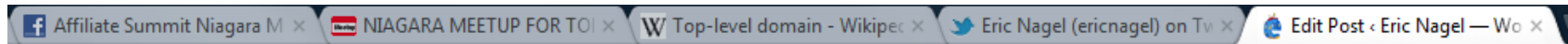
*Simplified!

On-Site SEO

- Title Tag
- Meta Tags
- Header Tags
- Site Structure
- Site Speed
- Microformats / Rich Snippets

On-Site SEO: Title Tag

- Shown in the Window or Tab of the Browser



- Used in SERP as Page Title

[Apple Crisp Recipe](#)

applecrisprecipe.org/

Looking for the best **Apple Crisp Recipe**? Then you have to try my favorite **apple crisp recipe** of all time!

- Make it unique
- 70 characters maximum

On-Site SEO: Meta Tags

- Description

[Apple Crisp Recipe](http://applecrisprecipe.org/)

applecrisprecipe.org/

Looking for the best **Apple Crisp Recipe**? Then you have to try my favorite **apple crisp recipe** of all time!

- Robots

- Index / Noindex

- Follow / Nofollow

```
<html>
<head>
<title>...</title>
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
</head>
```

On-Site SEO: Header Tags

- `<h1>... <h6>`
- One `<h1>` per page
- Your most important / stressed keyword
- WordPress: Post title, not blog title

On-Site SEO: Site Structure

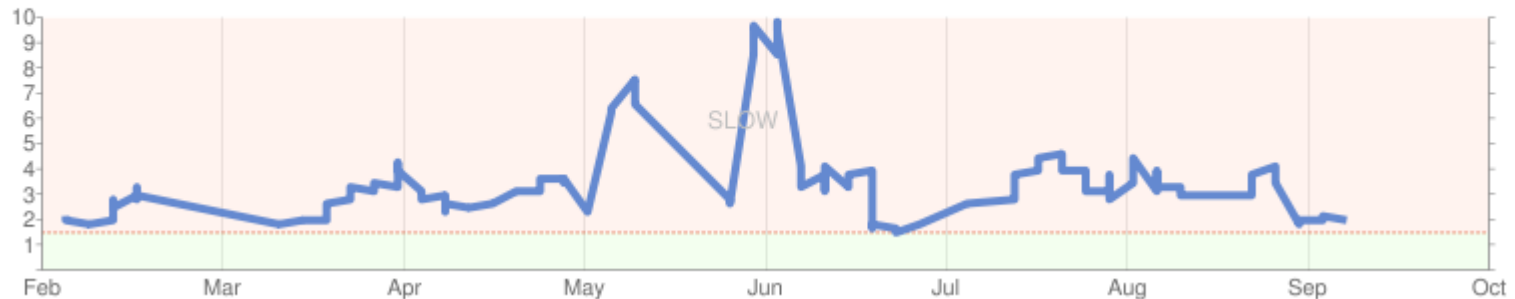
- Header, content, sidebar, footer
- HTML5 new tags
 - Article
 - Aside
 - Header
 - Footer
 - Nav
 - Section
 - Summary

On-Site SEO: Site Speed

- April 9, 2010
 - "Google is incorporating site speed as one of the over 200 signals (used) in determining search rankings"
 - "fewer than 1% of search queries are affected by the site speed signal"

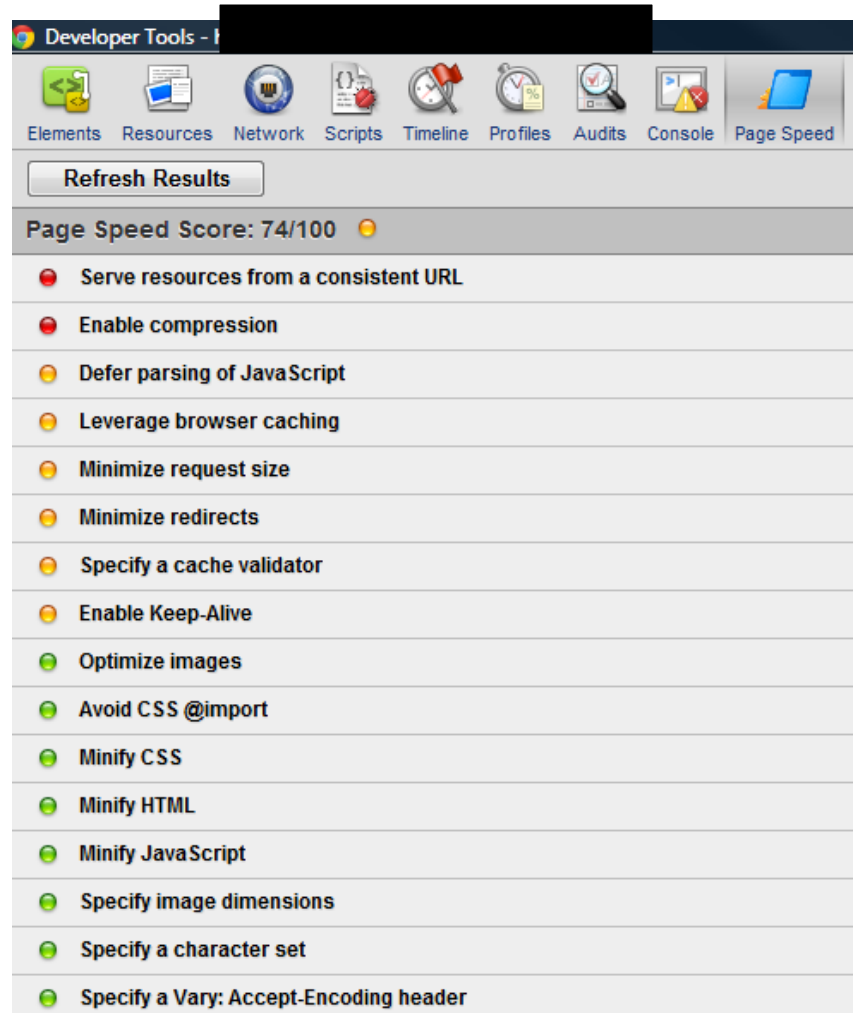
Performance overview

On average, pages in your site take **2.0 seconds to load** (updated on Sep 8, 2011). This is **faster than 68% of sites**. These estimates are for your reference, it also shows the 20th percentile value across all sites, separating slow and fast load times.



On-Site SEO: Site Speed

- Enable compression
 - gzip compression
- Leverage browser caching
 - Specify expiration times
- Optimize images



Developer Tools - I

Elements Resources Network Scripts Timeline Profiles Audits Console Page Speed

Refresh Results

Page Speed Score: 74/100 🟡

- 🔴 Serve resources from a consistent URL
- 🔴 Enable compression
- 🟡 Defer parsing of JavaScript
- 🟡 Leverage browser caching
- 🟡 Minimize request size
- 🟡 Minimize redirects
- 🟡 Specify a cache validator
- 🟡 Enable Keep-Alive
- 🟢 Optimize images
- 🟢 Avoid CSS @import
- 🟢 Minify CSS
- 🟢 Minify HTML
- 🟢 Minify JavaScript
- 🟢 Specify image dimensions
- 🟢 Specify a character set
- 🟢 Specify a Vary: Accept-Encoding header

On-Site SEO: Site Speed

- WordPress Plug-ins
 - WP Super Cache, WP Total Cache
- Fix manually
 - .htaccess

```
<IfModule mod_deflate.c>
<FilesMatch "\.(js|css|png)$">
SetOutputFilter DEFLATE
</FilesMatch>
</IfModule>

<IfModule mod_headers.c>
# YEAR
<FilesMatch "\.(ico|gif|jpg|jpeg|png|flv|pdf)$">
  Header set Cache-Control "max-age=29030400"
</FilesMatch>
# WEEK
<FilesMatch "\.(js|css|swf)$">
  Header set Cache-Control "max-age=604800"
</FilesMatch>
</IfModule>
```

- PHP's gzip compression
 - `php_value output_handler ob_gzhandler`
- Google's mod_pagespeed module

```
ModPagespeedEnableFilters make_google_analytics_async
ModPagespeedEnableFilters collapse_whitespace
ModPagespeedEnableFilters extend_cache
ModPagespeedEnableFilters rewrite_javascript
ModPagespeedEnableFilters rewrite_images
ModPagespeedEnableFilters remove_comments
ModPagespeedEnableFilters remove_quotes
ModPagespeedEnableFilters trim_urls

ModPagespeedEnableFilters inline_css
ModPagespeedCssInlineMaxBytes 2048
```

On-Site SEO: Microformats / Rich Snippets

- Labeled HTML elements
- Uniform structure to data
- Helps search engines read your data
- Schema.org
 - Google
 - Microsoft
 - Yahoo
- Creative works (book, movie, etc)
- Audio, Image, Video objects
- Event
- Person
- Place (Local business, restaurant, etc)
- Product
- Review
- Recipe
- Breadcrumb

[Apple Crisp Recipe](#) :: Food Network

www.foodnetwork.com › [Recipes](#) › [Dessert](#) - Block [foodnetwork.com](#)



★★★★★ 38 reviews - 1 hr 5 mins

Sep 5, 2011 – Food Network invites you to try this **Apple Crisp** recipe from Paula's Home ... Spray the interior of a camp **Dutch oven** with cooking spray or wipe ...