

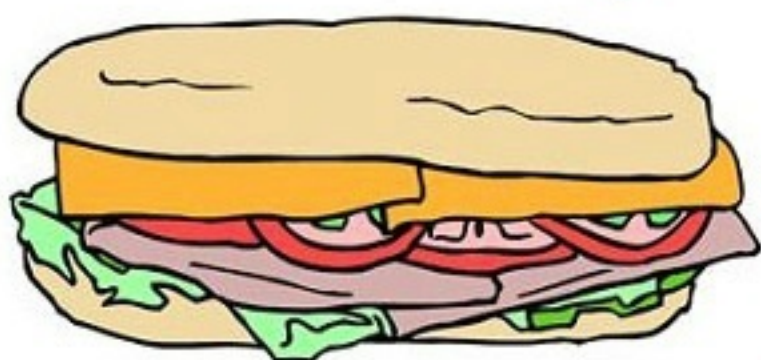
Guide to On-Page SEO

This is a sample blog post with the elements that should be included in your on-page SEO.

Our keyword/keyphrase is "best ham sandwich" for this sample post.

The **Best Ham Sandwich** I Have Ever Had

By Zack Reyes August 8th 2013



I set out looking for the **best ham sandwich** years ago. On my quest to find this glorious ham sandwich, I came across many duds.

Ideally here, you would have a 300-400 word post that is well-written and engaging.

Where did I find the **best ham sandwich**?

Your lovely, engaging 300+ word post will continue here and preferably end with a question or call for a social share.



Exact keyword match in post's title and URL.

Exact keyword match in image title and "alt" tag. If more than one image in post, do this for the one that appears FIRST.

Use keyword about once for every 100-150 words.

Use exact keyword match in an "h-tag" somewhere in the body of the post.

Utilize a related posts plugin to keep people on your site and reduce bounce rate.

Make social sharing easy! Really easy!

You will also want to add your exact keyword into the post's meta-description.

Gone are the days of keyword stuffing and hyperlinking your keywords all over the place. It is now all about naturally occurring SEO elements. Sites are actually being penalized for over-optimizing posts and pages. Backlinks are still good to have, just make sure to mix up your anchor text and don't get carried away.

Google is moving toward more natural SEO actions and focusing on quality content. Webmasters are being rewarded for satisfying a user's search query. If someone finds your blog for a certain search term and then immediately clicks "back", that is critically bad for your SEO. Thus, getting people to stick on your post once they get there is of the utmost importance. Quality content and good presentation will do that.