

# **The On-Page Factor:**

## **How To Optimize Your Content For Prime Google Rankings In 12 Easy Steps**

Copyright © 2010 by  
[www.TheKeywordResearchShortcut.com](http://www.TheKeywordResearchShortcut.com)

So you've spent some time uncovering the very BEST keywords for your niche, but the big question is...

Now What?

When you find a potential keyword, how do you get your website or blog to actually rank for it?

There are two basic ways this happens. (1) By properly optimizing your content, and (2) By building targeted backlinks to your site.

I hope in this report to build on that first step. Here are 12 easy ways in which you can properly optimize your content, and in turn begin to see your site ranking higher and higher for your chosen phrases.

Without further ado, let's get started with step one...

## 1. Include Keyword In The Domain

By including your keyword in the actual domain name (if at all possible), you can usually outrank a lot of your competition right away, especially if you have a few targeted backlinks to go along with it (which will be the subject of my next report).

Now, the best domains to use are .com, .net, and .org. Avoid .info, .biz, etc.

If you cannot find an available domain name using either of these three extensions, don't fret. Here are a couple of solutions:

### a) use a hyphen (main-keyword.com)

**NOTE:** Avoid using more than one hyphen per domain name, as this could be considered "spammy". Hyphens are perfectly acceptable for blog post titles and things of that sort, but keep it very limited in the selection of your actual domain. If your target phrase contains more than two words, you might want to try this next solution instead.

### b) use a prefix or suffix – (mymainkeyword.com or mainkeywordinfo.com)

**NOTE:** A prefix is always better than a suffix because you want your keyword to appear as early in the domain as possible. The search engines will naturally give more precedence to the beginning of a phrase than the end. This is also solid advice when writing any piece of content, but we'll discuss more about this later.

If you're having trouble finding a domain name, here is a tool you might find helpful...

<http://www.domainsbot.com>

All you do is type your keywords into the search box and it will generate a list of relevant domain names for you. Notice the advanced options on the right side of the screen to include (1) only the domains currently available, as well as (2) whether to include hyphens or not.

## 2. Include Keyword In The TITLE Tag

Listen to what Jill Whalen, an SEO expert has to say about Title Tags,

“The Title Tag has been – and probably will always be – one the most important factors in achieving high search engine rankings. In fact, fixing *just* the Title Tags of your pages can often generate quick and appreciable differences to your ranking...”

If your site is a blog, then using the Title Tag is very easy. It's simply the title of your blog. However, if you're running a static HTML website, the Title Tag looks something like this...

```
http-equiv="Content-Type" />  
<title>Keyword Research Shortcut | Keyword Research Made Easy</title>  
<meta name="description" content="Custom keyword research services and sample keyword research projects free every week">  
<meta name="keywords" content="keyword research, keyword services, derek thomas, internet marketing, google rankings, make money online">
```

Google reads the Title Tag and uses it heavily in determining what your site is about. Use your main keyword early in your Title Tag, and you will notice a positive boost in your ability to rank for that particular phrase.

Now you'll also notice the “description” and “keywords” tags just below the Title Tag. Google claims that they do not take these into consideration, and while this may be the case, it is still advisable to include your keyword in them. After all, Google is not the only search engine out there, and other companies may very well consider them.

## 3. Include Keyword In The URL

This is important when you want an internal page (such as a specific blog post) to rank for a certain keyword. Simply create your new page or post, and include your target keyword in the URL or title. For instance, let's say you're targeting the weight loss niche as a whole, but one of your many keywords of interest is “lose weight tips”. Well, it should look something like this...

yourmainweightlosskeywordhere.com/lose-weight-tips

## **4. Include Keyword In H1, H2, And H3 Tags**

These tags are normally the headings of paragraphs. Most blog editors have the option to create these tags on the fly. Even in this word processor where I'm typing this document I have that option. The point is, it is really easy (and important) to do.

### **Your Main Keyword With H1 Tag**

#### ***Your Main Keyword With H2 Tag***

#### **Your Main Keyword With H3 Tag**

Of these, H1 is by far the most important. This helps optimize your site, and when you include your target phrase in these tags, Google will easily know what keywords your site is all about.

## **5. Include Keyword In The FIRST Sentence**

Numerous experts agree, and much testing has confirmed, that when you include the keyword in the first sentence of your content (or at the very least, the first paragraph) you will experience far greater success in being able to rank for it.

## **6. Include Keyword In The LAST Sentence**

Same as the above. Even if you just have to include a "summary" at the bottom of your text, doing so will create a nice "book-end" feel to your content, with a consistent focus on your target keyword at both the beginning and the end. This helps make your content all that more relevant, which is ultimately what Google is after.

## **7. Include Keyword At Least 2% To 4% Of The Time**

This is something called keyword density. In other words, it is the percentage of times your target keyword appears in any one piece of content. As a general rule, a good keyword density is around 2% to 4%.

Now if you're worried about how in the world to figure this out, check out this really helpful tool...

[KeywordDensity.com](http://KeywordDensity.com)

It's very simple to use.

Just enter your URL along with the keyword you'd like to check, and there you have it.

## 8. Include Keyword In At Least One Internal Link

OK, this may sound complicated, but trust me, it's not. It's simply a link within your content to another piece of your content on the same site or blog (thus the name "Internal").

Now just make sure this link is "Targeted". What I mean by that is be sure and use your keyword as the anchor text. Just like I would here if [lose weight tips](#) were my main keyword.

This makes it clear to Google what your page is talking about.

As mentioned above, Google looks for relevance above all else.

## 9. Include At Least One Reputable Outbound Link

You may have caught on by now, but Google loves relevant content. If they see your site or blog post linking to a reputable and authority site in your niche, then you will be rewarded.

If all else fails, and you can't really think of a site, Wikipedia is always a great example.

Of course, it's important to style it so it does not look like a link that drives your visitor away. Here is an example:

```
<a style="text-decoration:none;color:black;"  
href="http://en.wikipedia.org/wiki/Keyword_research" rel="nofollow">  
Keyword Research</a>
```

Explanation:

**style="text-decoration:none"**

*(removes the underline)*

**color:black**

*(makes the link your normal font color)*

**rel="nofollow"**

*(keeps your "link juice" strong)*

This will make your link look exactly like normal text. This way, you reap the SEO benefits without having to worry about your visitor clicking on the link and forgetting about your site.

## 10. Keyword Optimize Your Images

Surprisingly, most people do not even know that you can optimize your images. There are two ways to do this: (1) the Alt text set to your target keyword, and (2) the image file name itself should include your keyword. An image name of lose-weight-tips.jpg is much more SEO efficient than typical image names such as DSC18363538.jpg.

Since Google does not "read images", including your target keyword in these two ways will help even your site's pictures actually increase your search engine rankings.

## 11. Bold, Italicize, And Underline Your Keyword

Google goes as far as to even look at a text's decoration to determine what the content is about. Since we want Google to know for sure what our website is about, then at various times we should **bold**, *italicize*, or underline our target keyword phrase.

Don't go crazy with it, but use this text decoration 2-5 times, depending on the length of your content.

## 12. 500 Words Of Relevant Content

Now you don't need *every* piece of content you create to be this long, but if you wish for a particular page or post to rank for a specific keyword, longer content is better. A target of 500 words is a good goal. This is lengthy enough for Google, while not too long for an average reader to peruse through in a few minutes time. Again though, 500 words of gibberish will do no good whatsoever next to 50 words of relevant content.

Now to recap, here a simple checklist of the 12 steps we've discussed above:

- |   |                                      |
|---|--------------------------------------|
| _____ keyword is in the domain          | _____ keyword density of 2% - 4%     |
| _____ keyword is in the title           | _____ one internal targeted link     |
| _____ keyword is in the url             | _____ one outboard authority link    |
| _____ keyword is in h1, h2, and h3 tags | _____ keyword optimized images       |
| _____ keyword is in the first sentence  | _____ bold, italicize, and underline |
| _____ keyword is in the last sentence   | _____ 500 words of relevant content  |

Now you won't get all 12 every time, but do get as many as you can as often as you can.

My hope is that these simple steps will help you properly optimize your content. It doesn't matter how many backlinks your site has, if your content is not correctly optimized for your chosen keyword, you will never experience your full ranking potential.

And that my friend is my hope for you...to experience your full ranking potential.

Please let me know if this has helped, and more importantly if you have any comments or questions.

I'd love to hear from you. If you have learned something, or again have any questions or feedback, visit the blog and let me know. I'd love hear your comments.

Check it out here....

<http://thekeywordresearchshortcut.com/blog/on-page-factor/COMMENTS>

Your friend,

*Derek Thomas*

**PS - If you're interested in learning how we might be able to help your website rank in the top spots of Google, contact us via the link below.**

<http://thekeywordresearchshortcut.com/blog/quote/>

### **Legal Notice and Terms of Agreement**

Copyright © 2010 Derek Thomas. All rights reserved.

While attempts have been made to verify information contained in this publication, in view of human errors or changes in technology in the future, neither the author nor the publisher assumes any responsibility for errors, omissions, interpretations or usage of the subject matter herein. This publication contains the opinions and ideas of its author and is intended for informational purposes only. The author and publisher shall in no event be held liable for any loss or other damages incurred from the usage of this publication. This document is not meant to state or imply any specific possible earning amounts by the reader. Results may vary. Success in any online endeavor is a result of hard work, time and a variety of other factors. No express or implied guarantees of income or success are made in regards to the material provided by TheKeywordResearchShortcut.com. Any results rely on the readers own actions.