



- Web Design
- Lead Conversion
- Content Marketing
- Graphic Design
- Search Engine Optimization
- Paid Search Marketing
- Social Media Marketing
- Mobile Marketing

The Difference Between On-Page and Off-Page SEO

Visit us online at www.TBGDM.com or call us at 866-714-7210

Introduction: What is SEO?

Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or “natural”) search results, thus making your website more visible to people who are looking for your product or service via search engines.

SEO is part of the broader topic of Search Engine Marketing (SEM), a term used to describe all marketing strategies for search. SEM entails both organic and paid search. With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase. Organic and paid listings both appear on the search engine, but they are displayed in different locations on the page.

So, why is it important for your business’ website to be listed on search engines? On Google alone, there are over 694,000 searches conducted every second. Think about that. Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service. Practicing SEO basics, as well as more advanced techniques after those, can drastically improve your website’s ability to rank in the search engines and get found by your potential customers.

What about paid search? Yes, you can pay to have your website listed on the search engines. However, running paid search campaigns can be quite costly if you don’t know what you’re doing. Not to mention, about 88% of search engine users never click on paid search ads anyway.

Because the sole purpose of a search engine is to provide you with relevant and useful information, it is in everyone’s best interest (for the search engine, the searcher, and you) to ensure that your website is listed in the organic search listings. In fact, it is probably best to stay away from paid search all together until you feel you have a firm grasp on SEO and what it takes to rank organically.

How to Approach Your SEO Strategy

When developing an SEO strategy, it is best to split your initiatives into two buckets: on-page SEO and off-page SEO. On-page SEO covers everything you can control on each specific webpage and across your website to make it easy for the search engines to find, index, and understand the topical nature of your content. Off-page SEO covers all aspects of SEO that happen off your website to garner quality inbound links. Let's dive into on-page SEO first, and then we'll tackle off-page SEO in the next section.

Section 1: On-Page SEO

There are multiple elements on your website that you can control to make it easy for the search engines to index your content and understand what it is all about.



On-Page: Website Content

You want to write content that your audience will find valuable and engaging. Aside from the topical nature of the content, the way you format your webpages can have an impact on how the search engine bots digest your content. Every webpage you create should have a thought-provoking headline to grab the reader's attention, and should also include the keyword or phrase that the webpage covers. Other body formatting, such as bolding certain keywords or phrases, can help stress the importance of phrases you are optimizing for.



On-Page: URL Structure

The actual structure of your website URL can have an impact on the search engines' ability to index and understand your website's content. Opting for a more organized URL structure will have the greatest impact. Some website creation software will insert arbitrary numbers and code in the URL. Although this may be optimal for the software, it serves no other purpose. If you can edit the URL to include the title of your webpage, you should do so. In fact, some website creation software will automatically create URLs based off of your webpage content in order to eliminate this issue.



On-Page: Pictures

There is nothing worse than landing on a webpage and being faced with mountains of text. Not only are pictures a great way to break up sections of text, but they also serve as an opportunity to communicate with the search engines. Because search engines cannot tell what a picture is by scanning it, they look for clues in two places.

Every picture you upload to your website will have a file name. When the picture is inserted on your website, the picture's file name actually lives in your website's sources code, or HTML. Since the search engines scan your website's code, you should use file names that describe the picture. For example, "red-tennis-shoesvelcro.jpg" is much more useful than "pic12345.jpg".

Additionally, you can give the search engines an extra hand by including alt tags on all pictures on your website. Alt tags are short snippets of code that allow you to tag each photo on your site with a short text blurb.

On-Page: Title Tags and Meta Tags

Besides an actual text headline on your page, every webpage you create has a title tag. This is the text snippet that appears in the upper left corner or on the tabs of your web browser. Also, the title tag is the blue link that the search engines show when they list your webpage on the SERP. Title tags max out at 75 characters, so choose your words wisely.

Meta tags are snippets of code you can include within your webpage's HTML. The meta tags are usually located near the title tag code in the head of your HTML. There are two meta tags – meta description and meta keywords.

The meta description is a text snippet that describes what your specific webpage is about. Meta descriptions are usually the first place a search engine will look to find text to put under your blue link when they list your website on the SERP. If you do not have a meta description, the search engines will usually select a random piece of content from the page they are linking to. The meta description is limited to 150 characters.

Meta keywords consists of an additional text snippet in the HTML that allows you to list a few different keywords that relate to your webpage. Back in the day, search engines used this field to determine what keywords to rank your webpage for. Now, most search engines claim they do not even use meta keywords when indexing content. Some small or niche search engines may still use it though. As a best practice, it is recommended to put 5-7 keywords in the meta keywords, but don't spend too much time thinking about it.



On-Page: Headline Tags

When the search engine bots scan your webpages, they look for clues to determine exactly what your webpage is about. Keywords that are treated differently than most others on the page show the search engines that they are more important than other keywords on the page. This is why the use of headline tags within your page is so important. By using various headline tags (each tag will produce a different size headline), you not only make your webpage easier to digest from a reader's standpoint, but you will also give the search engines definitive clues as to what is important on the page.

```
<div id="tagline">  
  <h1>Inbound Internet Marketing Blog</h1>  
  <h2>SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics</h2>  
</div>
```

On-Page: Internal Linking

When creating content for your website on your blog or on specific webpages, you may want to reference other pages on your website. You can reference these other pages by inserting a link to another webpage within a specific webpage's content. The use of anchor text is recommended when linking to another webpage or even another website. When anchor text is used, it implies that the page you are linking to is about the keyword or phrase you use as your anchor. This is yet another way you can help out the search engines.

6 Ways to Become an Industry Thought Leader

1. **Maintain an Active Business Blog** **Launching a blog** that covers important topics relating to the industry in which you're selling is perhaps the best way to establish and uphold your image as a thought leader. A well-written blog will make prospects and current customers confident that the products and services they buy from you are created using industry expertise. Not only will maintaining an active business blog reward you with a more credible industry presence, but when done right, it will also afford you additional business benefits such as **improved lead generation** and a boost in search engine optimization.
2. **Contribute Guest Blog Posts:** Once you start gaining traction as a credible business blogger using

Section 2: Off-Page SEO

Compared to on-page SEO, off-page SEO can certainly be more difficult to execute. Off-page SEO entails building relationships with other websites through the creation of attractive content, or reaching out to the people who run the websites. This process of building relationships is called link building. Who is linking to you, how they are linking to you, and how your content is shared in social networks and across the web are all factors that can have a significant impact on your ability to rank on the SERP.

Off-Page: Who's Linking To You?

Do you know? You can use free tools to determine what websites are already linking to you, something the search engines are very concerned about. Although twenty inbound links from your friends' websites may be a good start to link building, garnering one link from a major publication or educational website (with a .edu address) could be worth more than the power of those twenty links combined.

Since the Internet is essentially an inter-linking network of pages and websites that make up the World Wide Web, not every link is created equal. Links from major publications and blogs usually provide more link juice because they are visited by millions of people each day. Therefore, they have an incredible impact on the ability for webpage to go viral.

It is in a newspaper website's very nature to link to authoritative websites that relate to current stories and trends. Therefore, these websites are most likely more valuable than others. The same goes for education websites with a .edu domain, since these are reserved for educational institutions. As such, the search engines realize that links to your website from these websites equate to you having more authority.

Off-Page: How Are They Linking To You?

Just like when anchor text is used to link an internal webpage to another one of your webpages, the use of anchor text when another website links to you can be extremely helpful in creating relevancy to certain keywords and phrases. If you have the option, always request keyword-rich anchor text for a link that uses your domain. That said, if you have no other option, still take a link with anchor text to your domain. All link juice is good.

A common practice in linking building is link trading, or “I will put a link to your website on my website if you put a link to my mine on yours.” These types of links are referred to as reciprocal links. Since all link juice is good link juice, reciprocal links are not prohibited, but their value is certainly not as good as a one-way link to your website. There was most likely a time when reciprocal links were just as good as any other, but the search engines are always getting smarter in determining how much juice a link should receive.

Just like any other aspect of SEO, throwing money at link building is bad. Paying others to link to you is strictly prohibited by the search engines. In fact, all paid links must include a tag, called a no-follow tag, which tell the search engines not to give those links credit. If you're caught with un-tagged paid links (the linker or the linkee), your website could be suspended from the search engines or blacklisted for good.

Links to your website from advertisements are not counted as inbound links by the search engines. If they discover paid link relationships that are not classified as advertisements, you risk having your website suspended from being listed on the SERP, or even blacklisted if the instance is deemed severe enough.

Off-Page: Use Social Media to Spread Content

Use of social networks like Facebook, Google+, Twitter, and LinkedIn has exploded over the last few years. In fact, the latest figures from ComScore suggest that 16% of all time spent online is spent on a social network. With hundreds of millions of users across these social networks sharing content they find online with their friends and followers, search engines have begun to take notice.

According to SEOMoz, the amount of social activity that a webpage has on social networks (shares, recommendations, likes, links, +1"s, etc.) is an important factor in that page's ability to rank on the SERP. Simply put, search engines have realized that content shared on social networks is extremely influential, and should therefore rank higher. Beyond using social networks to engage new prospects, drive leads, and build brand awareness, businesses should consider all of the SEO benefits they miss out on by not having a brand presence.

In order to capitalize on the boost to your SERP rankings from social media, you need to make your content easy to share. Implementing social network buttons across your website is the easiest way to accomplish this. Installing the buttons is easy if you use a service like AddThis.



Off-Page: Using Email to Spread Content

Almost any business these days uses email to nurture relationships with their current leads and customers, and utilizes promotional email blasts to attract new ones. It is no surprise that with the death of direct mail over the past few years, email marketing has exploded. It has never been easier to set up an email program, upload your leads, and send them communication.

Obviously, the extreme rate at which businesses have adopted email has deteriorated its effectiveness industry-wide. There is so much noise out there that you need to make every email send count.

Just like you need to make the content on your website easy to share in social media, you need to do the same for email. Aside from having clear call-to-action in your emails to nurture your list, drive leads, and convert them to customers, you should also make it easy for your email readers to share the content with friends and post it to social networks. This will increase the reach of your website content and make it easier for you to get inbound links for SEO.

Download the Guide Now!

This 35-page guide covers how to:

- * Set up a personal Profile, a business Page, and Groups
- * Optimize & promote your Facebook presence
- * Generate leads on Facebook
- * Take advantage of Facebook's advertising platform
- * Measure and analyze your Facebook presence

Enjoy the read,
Pam

Pamela Seiple
Inbound Marketing Manager

[Tweet This Guide!](#)

Follow Us!
[Facebook] [Twitter] [LinkedIn] [YouTube]

P.S.: Ready to put your Facebook marketing knowledge into ac

Stay Current on SEO News and Practices

Like the overall marketing landscape, search engines are ever-evolving. Staying on top of current trends and best practices is a hard task. The best way is to read.

There are multiple online resources that make it easy for you to stay on top of SEO news and changes that may impact your website. Here are a few resources to check out and get you started:

1. www.SEOMoz.com
2. www.SEOBook.com
3. www.SERoundTable.com
4. www.SearchEngineLand.com
5. blog.hubspot.com
6. inboundmarketing.com

You should now have all of the tools and understand all of the concepts you need to get started on SEO basics. Now, take your time to figure the strategy that is right for you and start optimizing!

More Resources

The Bonanno Group Digital Marketing was founded in 2005 and has helped hundreds of businesses better leverage the internet to help achieve their business goals.

Request a **Free Consultation** to Learn How We Can Help You Be Successful Growing Your Business.

Request a Free Consultation Today: [Click Here](#)