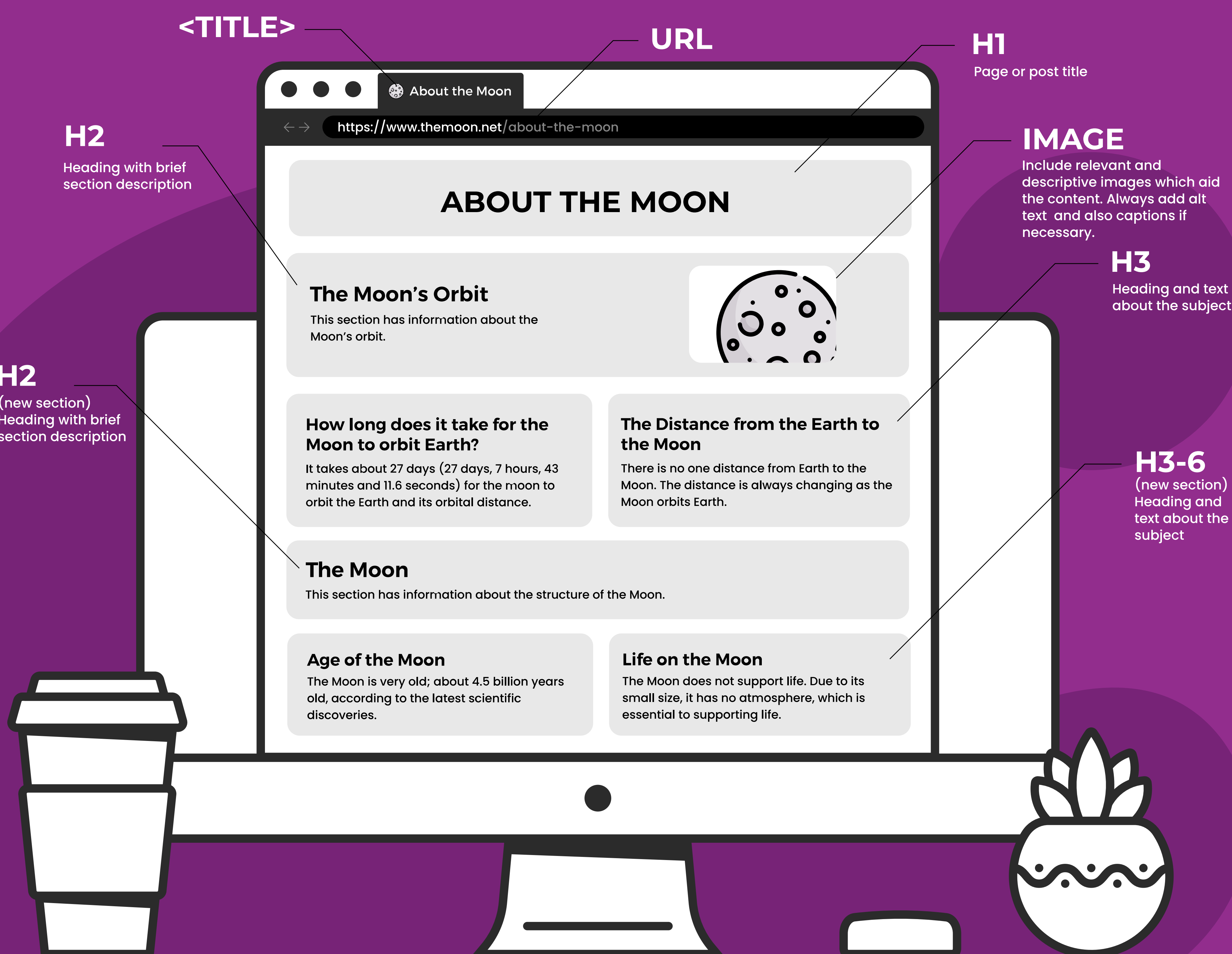


ON-PAGE SEO BEST PRACTICES



Primary & Secondary Keywords

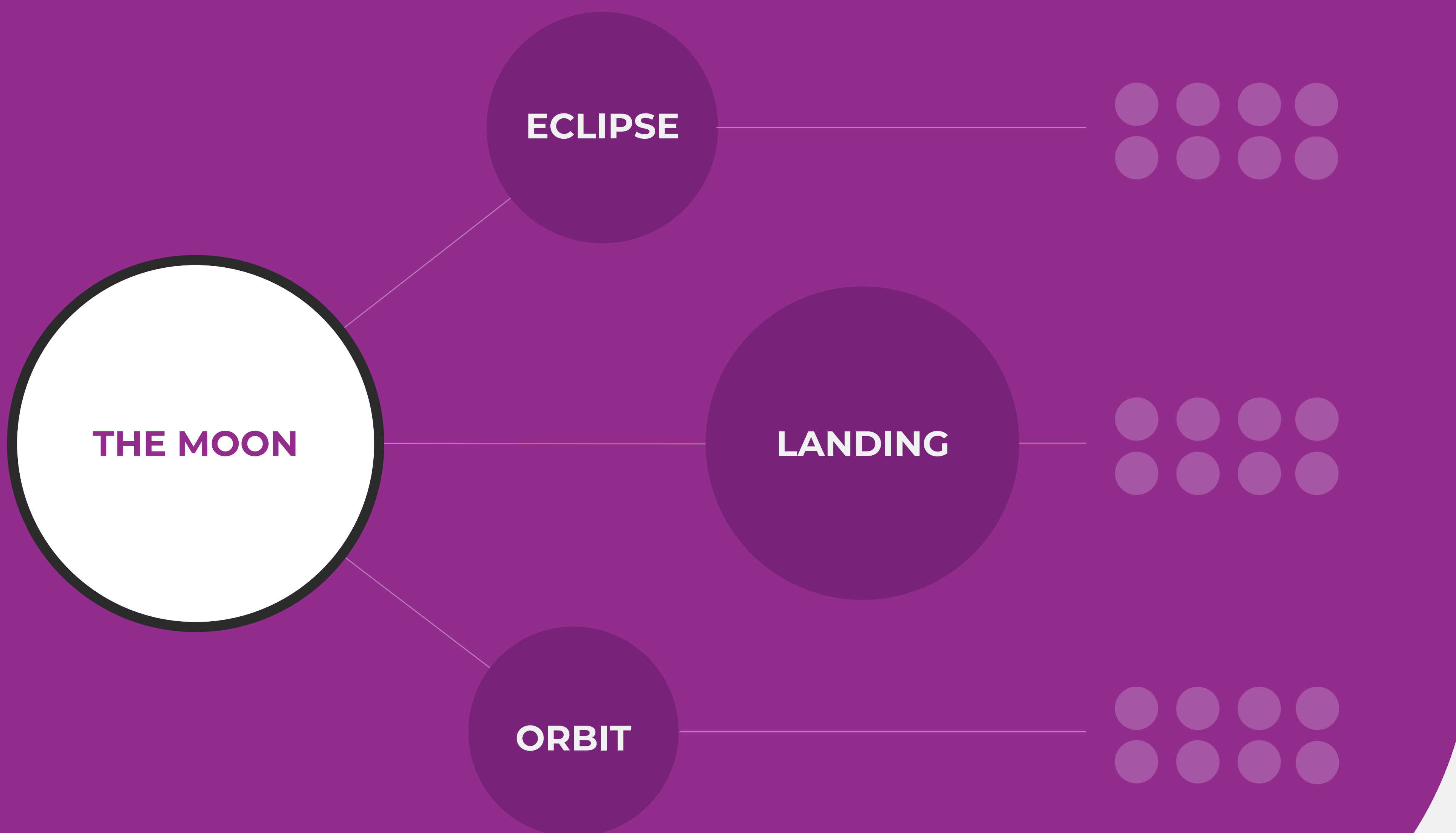
The primary keyword should be supported by the secondary keywords. Even if you removed the primary keyword (just as an exercise) – should still be able to tell what the page is about by the rest of the content. You would expect a page about the moon to include references to Landing, Eclipse and Orbit. Every paragraph of the page should contain related keywords to the topic.



KEYWORD PHRASE

RELATED KEYWORDS

SECONDARY RELATED KEYWORDS



Keyword Placement

Positioning keywords in the right place is crucial. Ranking weight can be applied to keywords positioned in important places such as titles, headers, and higher up in the main body text. Search engines assess important phrases by measuring their appearance in the document relative to a normal distribution (so no keyword stuffing!). Words and phrases that are relevant to each other often appear close together so bear this in mind when composing your masterpiece.



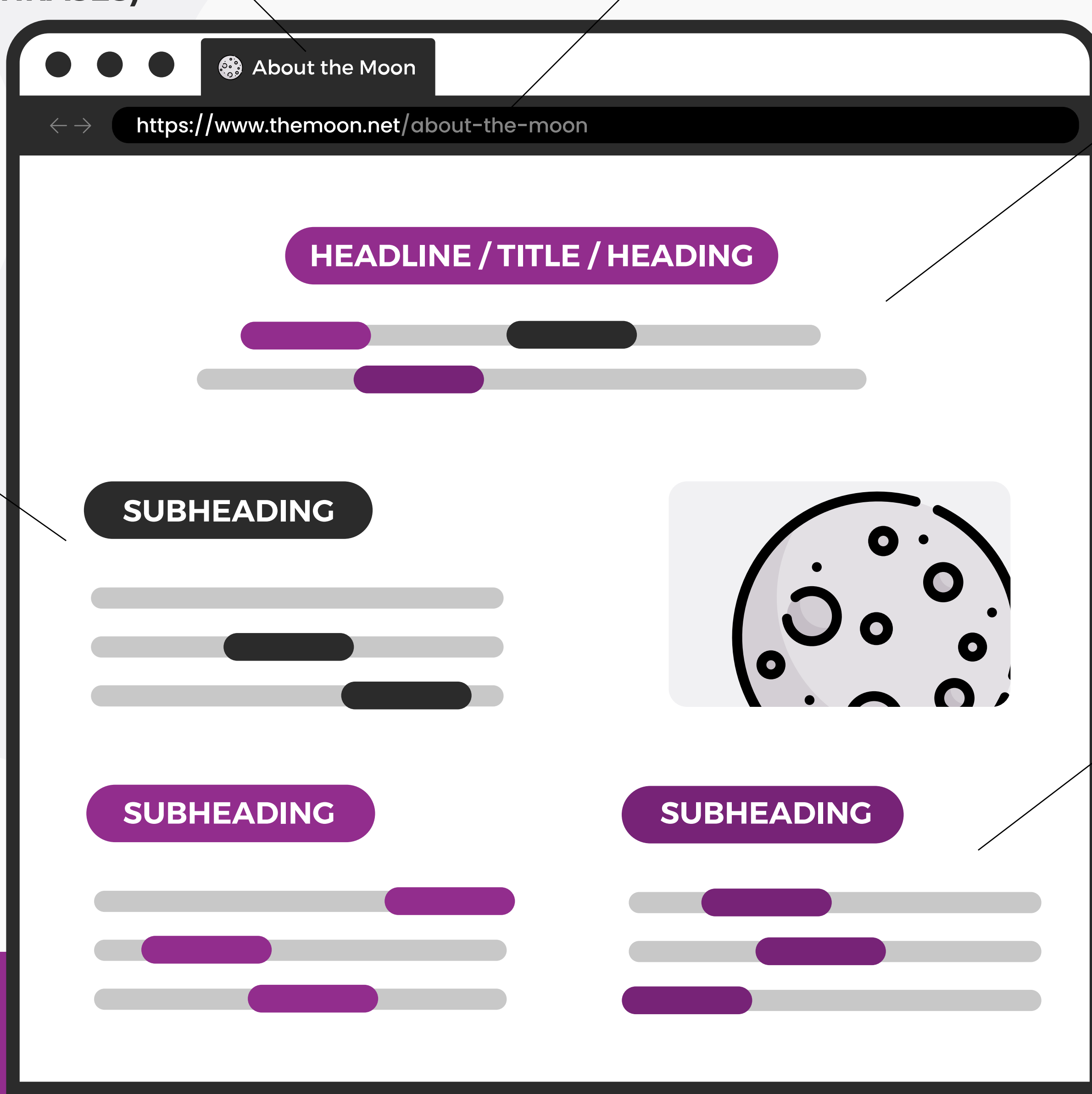
TITLE (PRIMARY KEYWORD PHRASES)

URL (KEYWORD)

LOCATION
Keywords placed in important areas like titles, headlines and primary content sections

FREQUENCY
Important phrases and their variants may appear more frequently than average

DISTANCE
Related phrases arranged close together or connected by HTML elements



Linking & Entities

To highlight the nature and position of the article within a larger category, you should include links to other related articles both on-site and off-site using relevant anchor text. It should talk about known entities (named things – people, places, objects, concepts) that would be expected to be mentioned alongside the topic. This can be backed up with custom schema.

