Free SEO Technical Issues Tutorial

LPH is pleased to share important and necessary information on achieving SEO success.
We understand that if you have a small business or just starting up a new business you may not have the budget to engage a professional SEO/Marketing company.
This information will get your business on the Internet to higher search engine rankings, more traffic and increased business if this information and information from the other LPH tutorials are implemented correctly.

LPH suggests that you use this SEO technical tutorial as a to do list or use as a basic audit of your website.

This LPH Free SEO Technical Issues Tutorial includes:

- Website Mobile Optimization
- Mobile Device Compliance
- Mobile First Optimization
- Semantic / TF-IDF Optimization
- Sitemaps

- Meta tags- best practices
- Structured Data Markup
- Page Word Count
- SSL Certificates
- Robots.txt File

Website Mobile Responsive – very critical factor in today's search environment

Today over 60% of the Internet searches are done with mobile phones and a high percentage of them are voice queries or semantics search. Because most searches are on mobile devices Google has instituted a Mobile First ranking environment. Your website must be structured and optimized for mobile visitors.

Mobile Device Compliance

To be mobile device compliant your website must:

- Have a defined viewport
- All content must fit within the viewport
- Correct spacing of all touch elements
- Smallest page file size possible consistent with the page looking good to the visitors and loading quickly

- Not use Flash elements
- Correctly sized and optimized images
- Define images in percentages, not absolute px values

To check your web page for mobility compliance go to **Google's Mobile-Friendly Test**. .This must be done on a page by page basis. It is also very important your web pages load quickly. To check page speed and get feedback on the factors that affect speed go to **GTmetrix.com**. One last point, be sure to host your website with a company that doesn't overload their servers. Saving $10.00 a month and having a slow loading site because of a cheap hosting plan doesn't serve your Internet marketing goals. Do testing before you commit to a host or if already committed go elsewhere if the server doesn't respond quickly. An appropriate server response time should be 0.3 seconds or less..

Semantic Mobile First Optimization – TF-IDF Optimized

Voice Search is now the fasting growing segment of Internet searches. Google's Mobile First ranking of web pages requires that you are able to evaluate your pages with TF-IDF tools that are similar to the tools Google uses to rank pages. TF-IDF is an abbreviation for "Term Frequency - Inverse Document Frequency." It is used to measure the importance of a given keyword on a page and throughout the entire website. There are free online TF-IDF tools or much more sophisticated tools available on a subscription basis. The use of linguistic data sets to assist in understanding "entity salience" by Search engines now used to rank web pages.

How frequently related terms are used on a page determines how important a specific subject is. Topical relevance in search results has become more important than the presence of individual keywords.

Meta tags- best practices:

- Title tag should be the first Meta tag, limited to 70 characters including spaces include the key word phrases you want to rank high on for the specific page
- Description tag is second should include important information and keywords. Limit to 320 characters including spaces
- Key word tag- list in order of importance separated with commas. Don't repeat keywords or you may be penalized for key word stuffing. No longer an important aspect of rankings with Google.

Structured Data Markup

JSON-LD (JavaScript Object Notation Linked Data and **Schema Microdata** are two methods of implementing Structured Data Markup. The purpose of both methods is to convert unstructured data into a more easily understandable format for the search engines. Google, Yahoo, and Bing collaborated to create Schema.org. Structured Data Markup enhances the rich snippets that are displayed beneath the page title on the search engine ranking pages.

Open Graph Markup

Open Graph is a type of markup used by FaceBook to analyze which images and descriptions to display. Open Graph markup assists with social media results

Page Word Count

As a general rule every page should have a minimum of 450 words. The highest ranking web pages have more words on average than lower ranked pages.
More useful marketing content is rewarded. Don't add "fluff" to get the word count up. Only meaningful useful content helps rankings

SSL Certificates

Another requirement is a SSL certificate. That proves to visitors and the search engines you are who you say you are. A SSL Certificate creates a higher level of trust.
If you want high search engine rankings a SSL certificate is important. There are many SSL vendors and some web hosting companies provide them at a low cost.

Robots.txt File

Your website Robots.txt file tells the search engine spiders what not to index. It also can tell the search engine spiders which version of your website to spider e.g. https:// instead of http://.
When your website has a SSL certificate your want the https:// spidered.

Sitemaps

Your website needs a XML sitemap, with every page listed with a priority for each page and how often you plan on updating a specific page. The priority tells the search engines which pages are more important and helps them in the ranking process..
The XML sitemap should be submitted to the search engines. Every time a new page is added/deleted/renamed the sitemap must be updated and resubmitted

The LPH Vision and Mission

LPH focuses on assisting our customers in creating more business. Getting high search engine rankings is good.
Having substantially more business is GREAT!!!
High Search Engine Rankings + Effective Internet Marketing = Substantially More Business
Best wishes for much success on the Internet.
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