

# CONVERSION MACHINE

## **MODULE 3** Data Analysis & Hypothesis

**VIDEO 11** Worksheet  
On Page SEO

## Step by step process for on page SEO optimization

### Step 1: Keyword

Choose one keyword to target for each page or url, mid competition are generally the best choice for low or medium quality domains.

If you have a very established domain then you can target high competition keywords, similarly if you are starting a brand new website, consider mixing some medium and some low competition keywords into your keyword planning.

For this example the keyword is “conversion optimization”

Make sure the URL of the page start with the keyword and if possible only uses the keyword, you don't need or want to put the whole title in the URL

E.g. <http://yourdomainname.com /conversion-optimization/>

### Step 2: Title

The title or H1 of the page should also start with the Keyword if grammatically possible.

E.g. Conversion Optimization: A guide to making more profit

### Step 3: Paragraph

The keyword should be mentioned in the first paragraph

E.g. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, conversion optimization ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper.

# On Page SEO

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## Step 4: Image

The keyword should be in the alt tag and file name of the pages first image.

E.g. `<img alt="conversion optimization" url="/conversion-optimization.jpg" />`

## Step 5: H2

The keyword should show in H2 throughout the page at least one

`<h2>How conversion optimization can increase your profits</h2>`

## Step 6: Post Content

The keywords variations should be scattered throughout the post. You can also use LSI or latent semantic indexing to inform keyword additions to your post content.

LSI is simply keywords that are different but have the same search intent.

Similar keywords should also be present and in the page text, you can find these keywords by logging into google adwords and using the 'Search for new keyword and ad group ideas' option as below.

You will then get a list of similar or relevant keywords you can place throughout your post.

## Step 7: Update spreadsheet

Add on page seo updates to your 'accessible' tab in your hypothesis spreadsheet.