

INTRODUCTION

First I want to clarify for you why we do onpage optimization techniques. This can instantly give you the right mindset, so you know instantly what's right to do on your website and what's wrong (or what you rather avoid).

Google wants your visitors to have the BEST experience in terms of quality content, navigation, and so on. So onpage optimization techniques what they do IS make your website more "visitor friendly"... you apply techniques that make your navigation better and so on.

So first here's a list of techniques we use on our website, than each one is explained properly. Onpage optimization techniques have to do with your WEBSITE – (your content, pages, links, etc).

Here's the list...

Meta tags

Alta tags

Buying keyword rich domain

H1, H2 tags

File Names

Internal Linking

Nofollow Tag

Navigation Structuring

Content Generation (this is done regularly, if possible daily)

Important Note: Some techniques you can apply to your existing site, but DO Not apply those techniques which will results in 404 pages. For example if I tell you instead of **dogarticles.html** name the page **dog-articles.html** don't do it on your existing page... because it will get 404 page not found error.

So keep an eye when applying techniques on your EXISTING pages to make sure no 404 pages will results after your action.

Let's start covering each one, so you apply these techniques on your pages and when building new pages. Note that I've included under each one either **OPTIONAL** or **IMPORTANT**. The **optional** ones have very little impact on your rankings, you should do them as well whenever possible but do not sacrifice TIME for them... The **important** once should be DONE!

When I'm giving examples I'm using NVU website creator and editor software, which is free from <http://www.net2.com/nvu/download.html> If you have some other website editor it's the same thing but consult your website editor forum or help files if you meet some problems using it.

Meta Tags

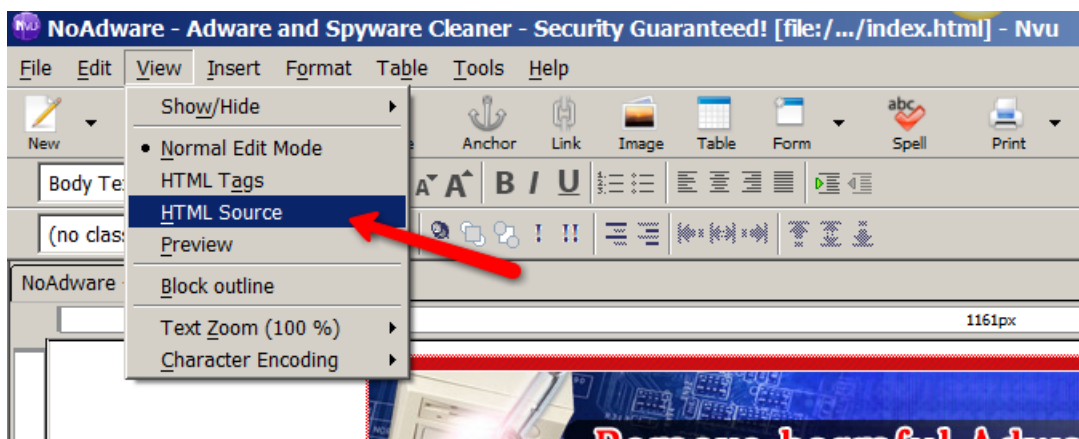
IMPORTANT (at least to be added on your homepage and on as many pages as you can...)

This is the meta tag code, a piece of code, or a bunch of text... and we're going to put that inside your website html code. Step by step below explained how to insert it and properly change it to suit your website... (Words in Yellow will be the words you will edit as described below).

```
<title>THIS IS TITLE TAG</title>  
<meta name="KEYWORDS" content="THIS IS KEYWORD TAG">  
<meta name="description" content="THIS IS DESCRIPTION TAG">  
<meta name="Robots" content="all, index, follow">
```

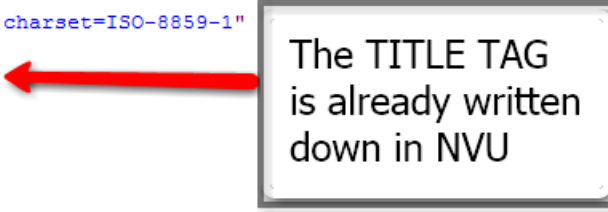
First of all you need a website creator and editor tool like NVU from <http://www.net2.com/nvu/download.html> or some other tool to create and edit website pages.

Then open NVU and click File > Open and open the homepage of your website, probably that's **index.html** Let's start with that page first, your homepage, the most important page. Assuming you've already build your website, means you have a template maybe, content and so forth click on View > HTML Source:



Then you'll see something like this:

```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2. <html>
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.   http-equiv="content-type">
6.   <title>Page title</title>
7. </head>
8. <body>
9. Your website content
10. Your website content
11. Your website content
12. Your website content
13. Your website content
14. Your website content
15. Your website content
16. Your website content
17. Your website content
18. Your website content
```



In NVU tool part of the code we're going to insert is already there... I suggest you remove that code from: `<title>` to `</title>` and instead of **that** input the proper meta code below:

```
<title>THIS IS TITLE TAG</title>
<meta name="KEYWORDS" content="THIS IS KEYWORD TAG">
<meta name="description" content="THIS IS DESCRIPTION TAG">
<meta name="Robots" content="all, index, follow">
```

That will look like this...

(scroll down, please...)

```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2. <html>
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.   http-equiv="content-type">
6.   <title>THIS IS TITLE TAG</title>
7.   <meta name="KEYWORDS" content="THIS IS KEYWORD TAG">
8.   <meta name="description" content="THIS IS DESCRIPTION TAG">
9.   <meta name="Robots" content="all, index, follow">
10.</head>
11.<body>
12.<br>
13. Your website content
14. Your website content
15. Your website content
16. Your website content
17. Your website content
18. Your website content
19. Your website content
```

So you have to do THREE changes to that code, these are marked in YELLOW.

The first one is the title tag, THIS IS TITLE TAG assuming you're editing your homepage which is normally the page you want to get high rankings for – you'll want to input your MAIN KEYWORD in the TITLE TAG once... In keyword research booklet from that 20 list you should have a main keyword.

For one of my websites my main keyword was spyware cleaner, so here's the TITLE TAG I've used:

NoAdware - Adware and Spyware Cleaner - Security Guaranteed!

Use the punctuation symbol – to separate words... and think of your TITLE TAG as an ad – make it interesting, appealing since this title will appear in the search results like this:

[NoAdware - Adware and Spyware Cleaner - Security Guaranteed!](#)

NoAdware Spyware And Adware Cleaner Software with over 46 Million Downloads in 100 Countries. Includes FREE Ebook!

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