

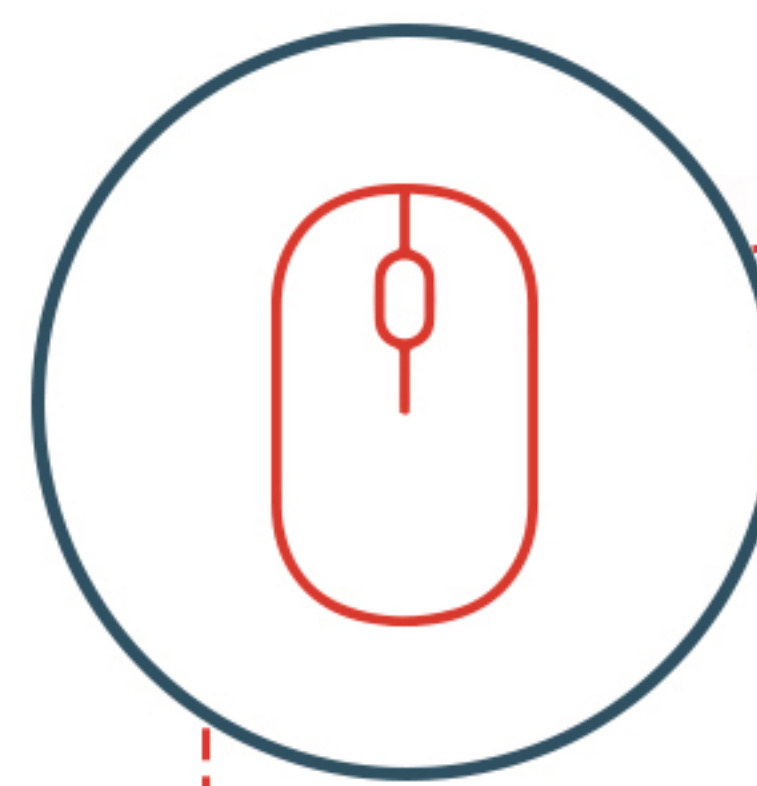
# HOW TO LEVERAGE ON-PAGE SEO

for Higher Rankings that Lead to More Traffic



## SEARCH IS THE #1

driver of traffic to a website, beating social media by more than 300%.



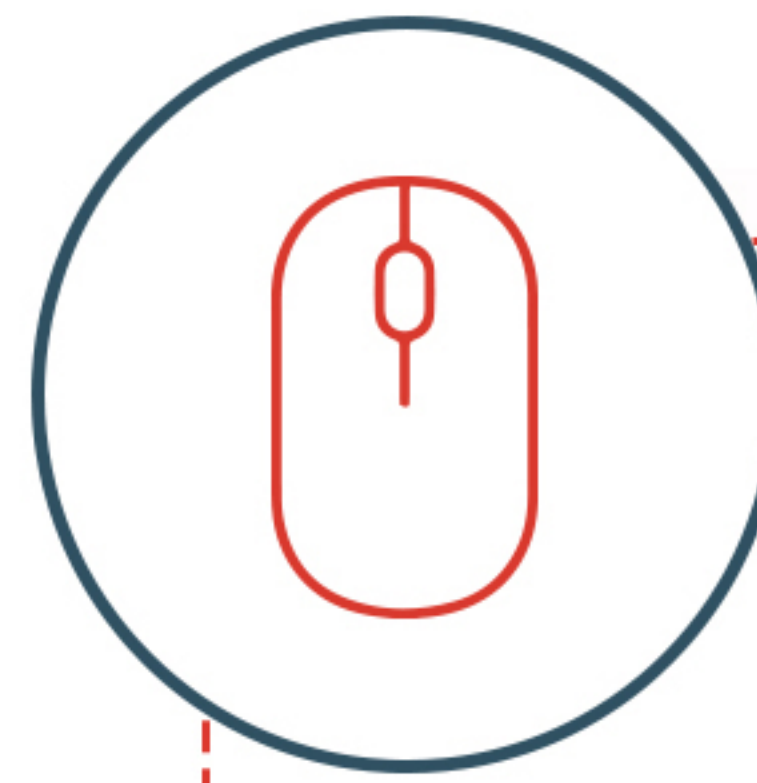
## 70% OF RESULTS

searchers click on are Organic results.



## 75% OF SEARCHERS

never scroll past the 1st page of results.



## INBOUND LEADS

**COST 60%** less than outbound leads.

## OPTIMIZED CONTENT

### ATTRACTS VISITORS & LEADS

Writing new content and blogging has a bigger impact than you think.  
Businesses who blog experience...



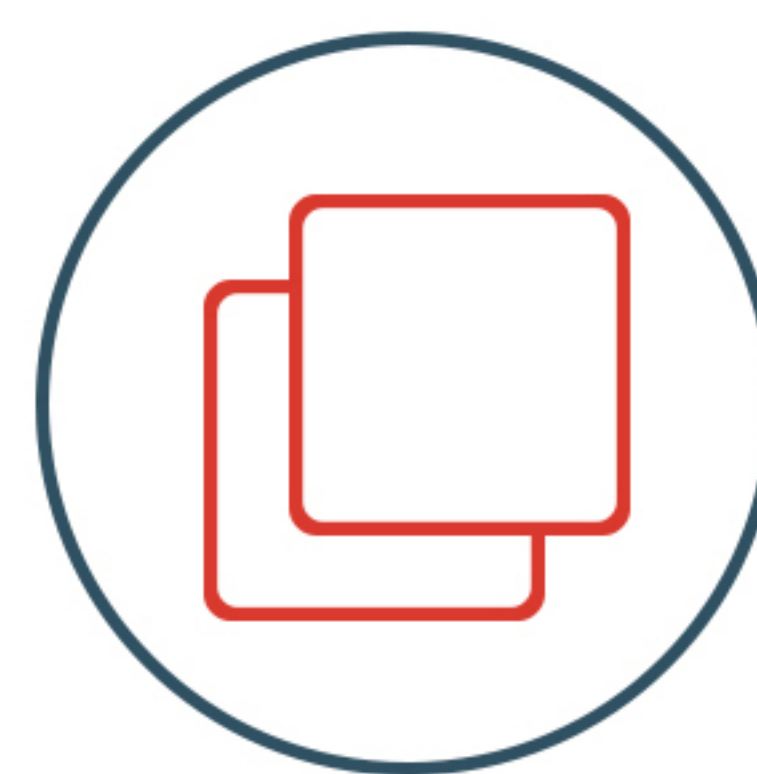
#### 55% MORE VISITORS

Visitors convert to customers and sales.



#### 97% MORE LINKS

Natural inbound links from other websites build credibility.



#### 434% MORE PAGES

Indexed pages help build rankings and credibility.



#### 70% MORE LEADS

Blog just 1-2x/month and expect more leads.



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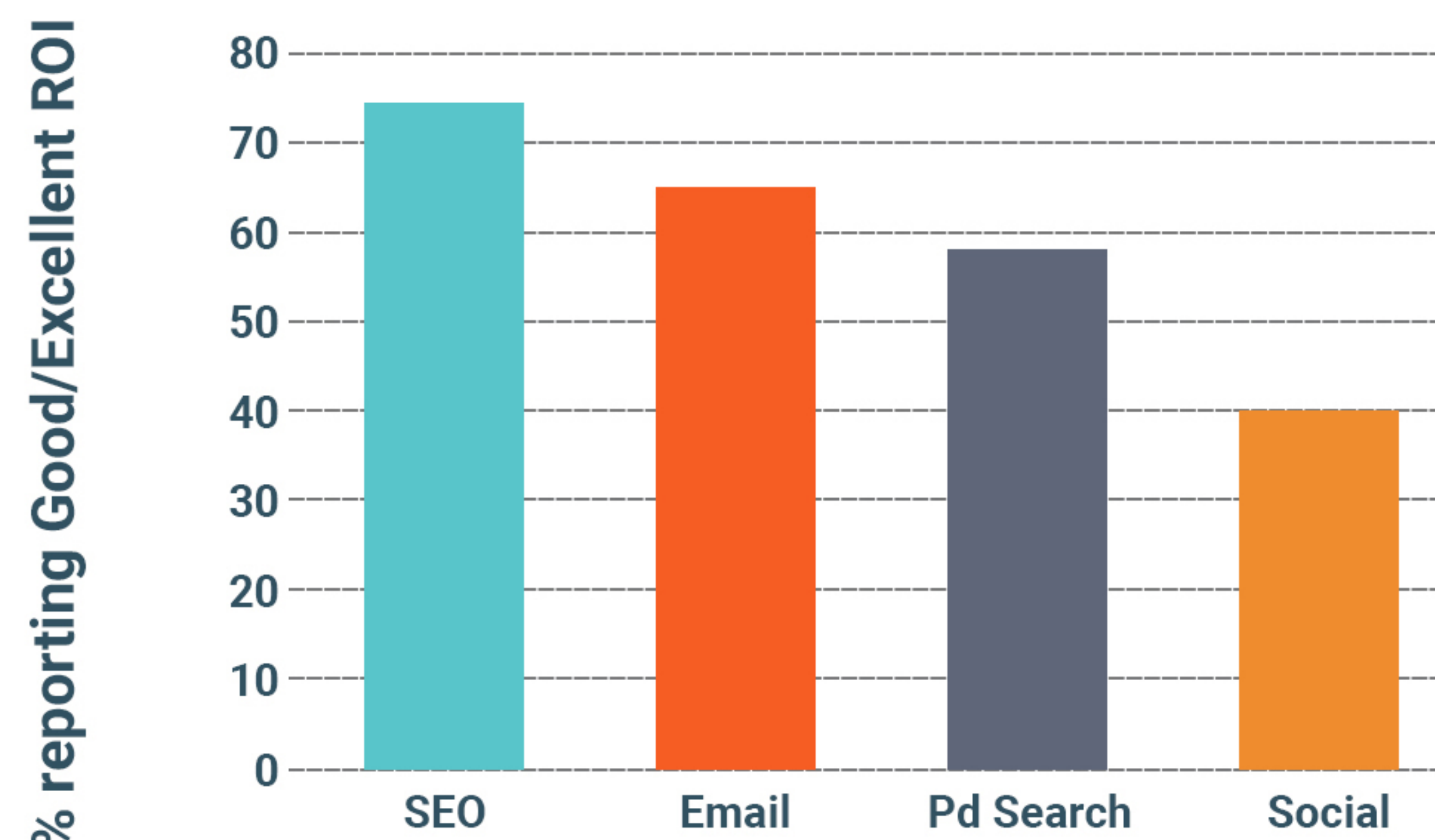


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## DID YOU KNOW? SEO HAS THE BIGGEST IMPACT ON LEAD GENERATION

Writing new content and blogging has a bigger impact than you think.  
Businesses who blog experience...



ROI from online marketing

## MOBILE OPTIMIZED SITES



**1/3** of Google Searches are from a Mobile Device.  
Google Favors “mobile friendly” websites in search results, based on factors such as:



SCREEN SIZE



LOAD TIME



FINGER FRIENDLY



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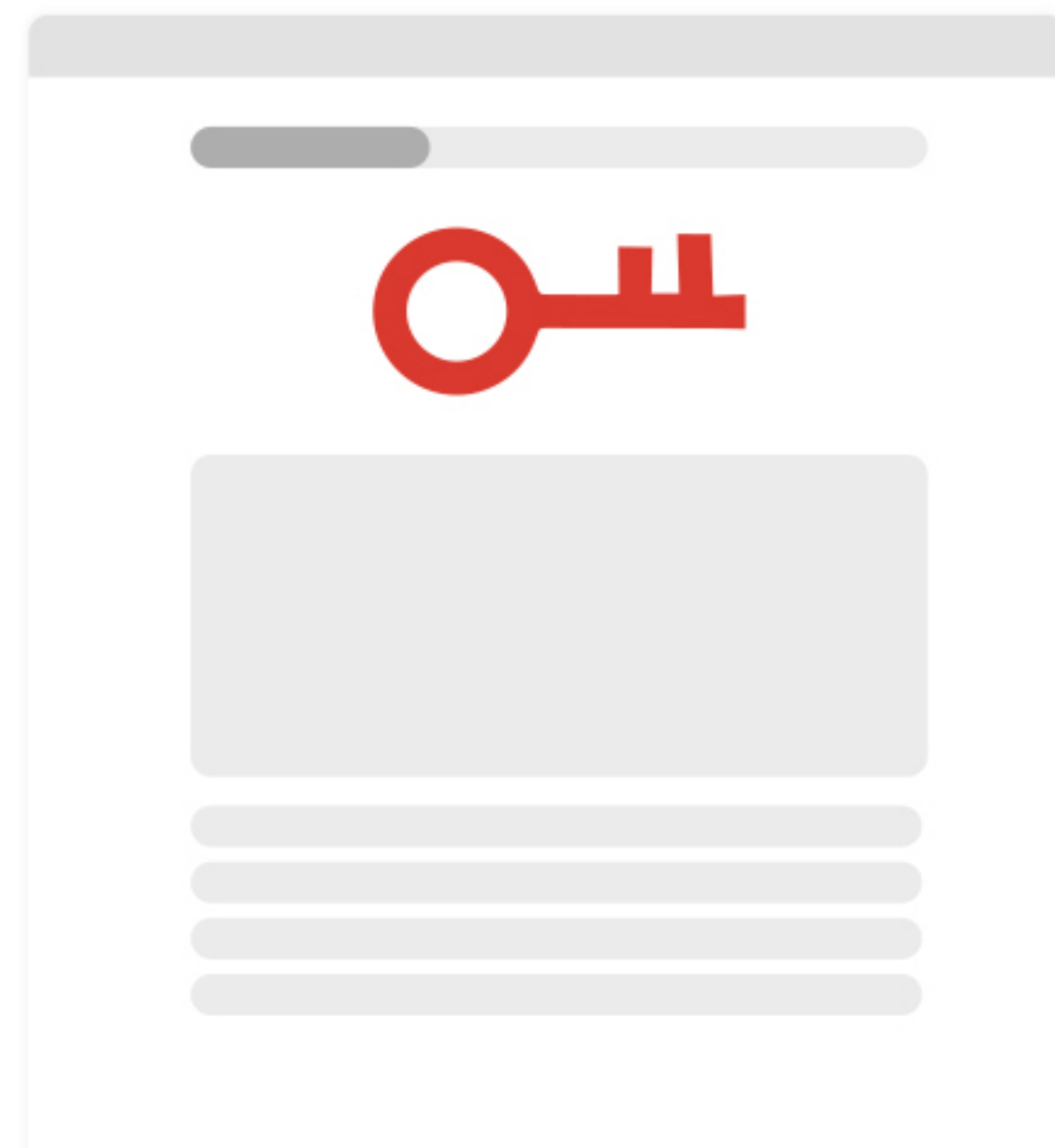


# HOW TO LEVERAGE ON-PAGE SEO

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### TARGET LONGTAIL KEYWORDS

Long-tail keywords are longer and more specific than the usual target keywords.  
For example, “healthy lifestyle motivation tips”



### WHERE TO USE KEYWORDS:

Page's title tag to optimize click-through rate (CTR)





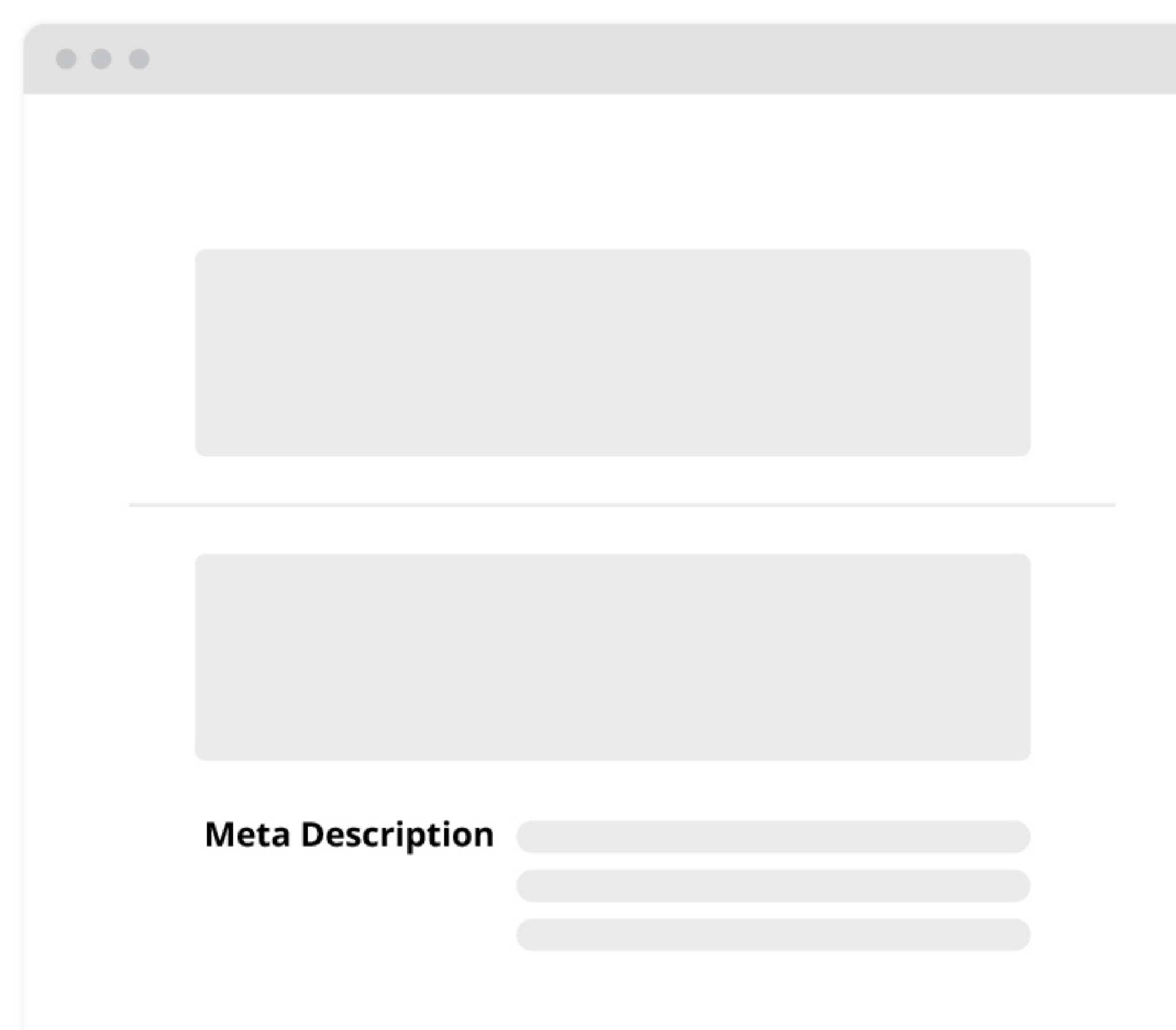
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## ADD IN THE FIRST 100 WORDS OF YOUR CONTENT



## ADD KEYWORDS TO YOUR WORDPRESS PAGE META DESCRIPTION





# HOW TO LEVERAGE ON-PAGE SEO

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### INCLUDE SEO LSI KEYWORDS IN YOUR CONTENT

🔍 **daily** motivation tips

🔍 **how to encourage someone to live a healthy lifestyle essay**

🔍 **how do you motivate someone to make healthy lifestyle...**

🔍 motivation tips **for students**

🔍 **life** motivation tips

🔍 **lack of** motivation **to eat** healthy

🔍 motivation **to get** healthy **and fit**

### USE IMAGES TO KEEP USERS ON YOUR SITE LONGER

- Provide valuable visual content, like infographics, that help users stay on your site longer, so Google recognizes it as a site users find valuable.
- Plus, use keywords in Alt Text for the images to help with Google ranking.



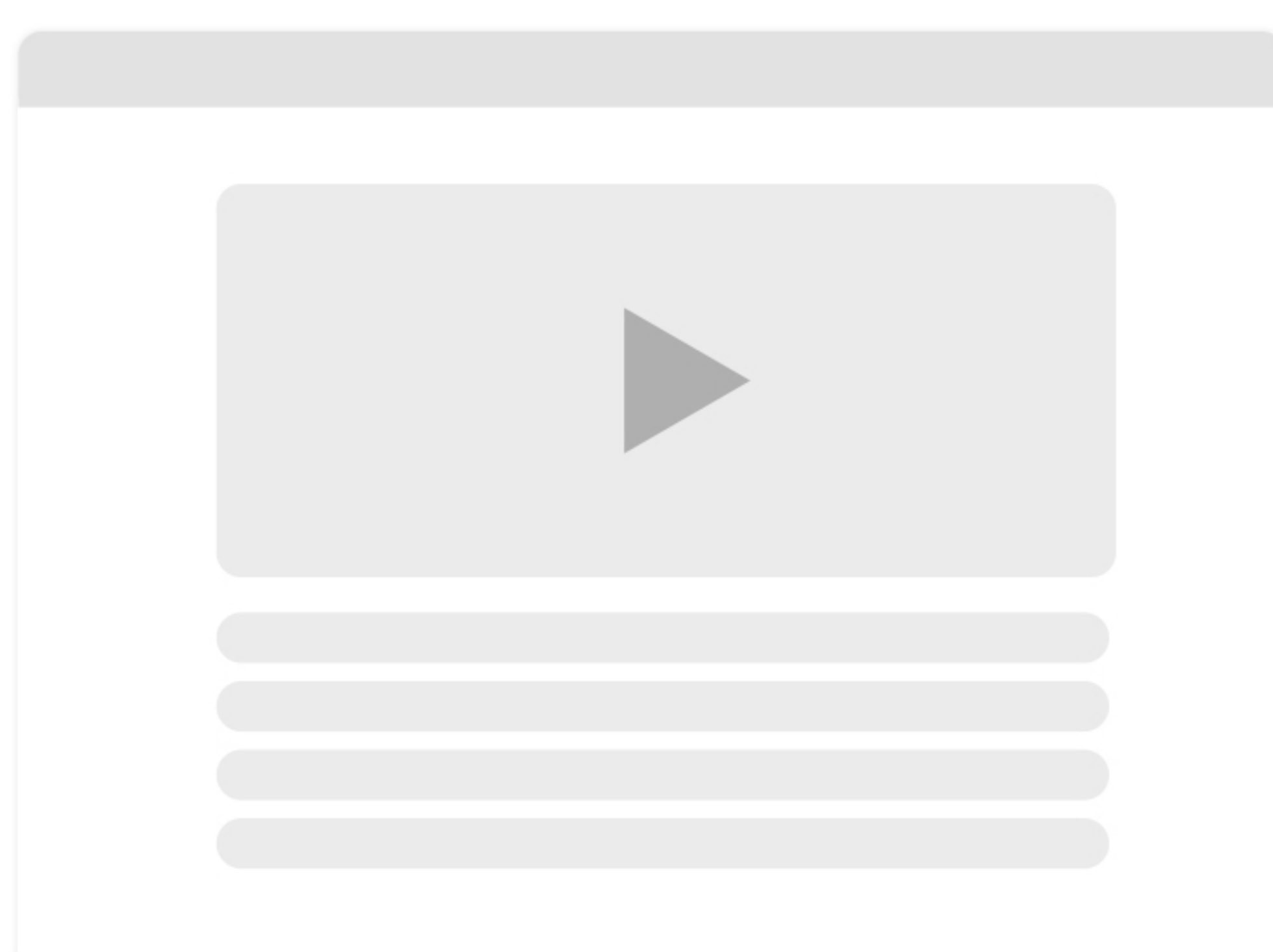


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### KEEP USERS ON SITE LONGER THROUGH VIDEO CLIPS, LONGER CONTENT, AND INTERNAL LINKING

Each blog post should include at least 2-5 internal links



### UPDATE OLDER BLOG POST CONTENT

- Add more external links
- **Make it more visually appealing**
- Write a new title and meta description



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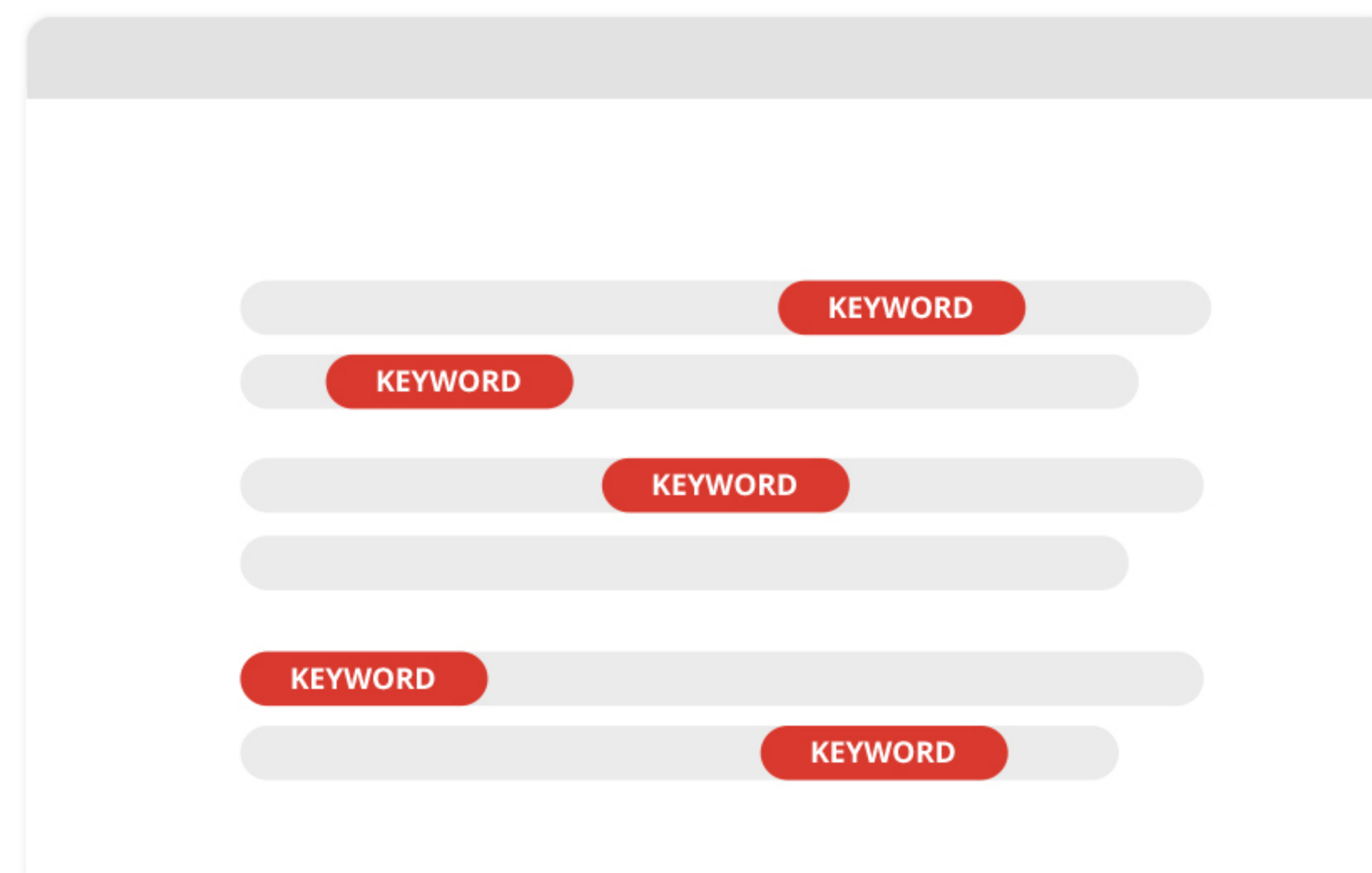


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### APPLY GOOGLE HUMMINGBIRD

Include variations of your main keyword in your content



### UTILIZE GOOGLE SEARCH CONSOLE TO FIND MORE KEYWORDS YOU RANK FOR

Add those keywords to your content to boost your ranking for those search terms.



Engage 2 Engage provides web tech, automation, content, SEO, social media, design, and more digital marketing services for entrepreneurs and small businesses.