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WOO

SEO Quick Wins

Quick On Page Fixes
To Improve Your SEO &
Google Rank

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Introduction

Quick On Page Fixes To Improve Your SEO & Google Rank

Having a website isn't enough for it to rank in search engines like Google. There are lots of factors that can cause you to rank, or not rank, for search queries. One aspect of your website that could be preventing you from ranking better is the on page content on your website.

This guide covers the most common on page SEO issues that could be affecting your website and how you can fix them quickly.

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Site Structure

How your website is structured can affect how you manage your site, how customers interact with it, and how well search engines can discover your pages. So the way that you structure your website is important not only for you but also for your customers and your organic performance.

Your site structure involves your navigation, URL structure, and internal linking.

1 Navigation

Your website's navigation or menu is all about making sure your most popular pages are visible and easy to access to customers and search engines.

3 Internal Linking

The way that you link up all the different pages on your site helps to support the way in which your site is structured.

2 URL Structure

When you create a new page, you should think carefully about its URL.

1 Navigation

Your website's navigation or menu is all about making sure your most popular pages are visible and easy to access to customers and search engines.

What Is It?

Sometimes referred to as the main menu, the navigation is the clickable options at the top or side of your website full of your web pages. It is a great way of organising your pages and establishing how each is connected to one another.

Why It's Important

Often it is how a customer will browse your website, looking for categories and subcategories to find the product or page that they are looking for. But this is also how search engines discover your website. They will start at your homepage and follow all of the links in your navigation first to discover those pages. So having a navigation menu that is easily accessible and contains all your most important pages is key to your SEO strategy.

When To Use It

Because it is such an important method for potential customers and search engines to discover your pages, every website should have a navigation without exception. This applies to websites that only have a handful of pages as well.

How To Use It

Usually, your navigation will group your pages into categories and subcategories that make sense to your business. So you're unlikely to find that the navigation that works for one brand will work for you. But if you are struggling to structure your pages, you can look for inspiration from your closest competitors.

In WooCommerce, you can create and manage your navigation by visiting:

- **Appearance > Menus > Select Main Menu > Add/Arrange/Edit > Save**

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Are You Using It Correctly?

Many websites use JavaScript to display their navigation items. Although this is done to optimise the look and feel of the website, using JavaScript means that search engines can't see or click on anything in your navigation. Search engines can't see JavaScript, so make sure that your navigation is visible and loads without JavaScript enabled.

You can check how your navigation loads by using a browser extension like

'Disable JavaScript'.

02

2   URL Structure

When you create a new page, you should think carefully about its URL.

What Is It?

A URL structure is how the URL of a page is made up. The standard URL structure is **https://www. domainname.com/category/ page**, which is created using these elements.

- **Protocol (https://)**
- **Subdomain (www)**
- **Your Domain (domainname)**
- **Domain Extension (.com)**
- **Slug (/category)**
- **Permalink (/page)**

Why It's Important

With the right URL structure, Google can understand what different pages of your website are about and how they relate to each other.

When To Use It

It is important that all pages on your website should have URLs that follow the site structure. So they should be user and search engine-friendly.

How To Use It

The last two elements of a URL, slug and permalink are the important aspects when it comes to improving your site structure with your URL structure. These last two elements should be structured consistently across your site. So all of your URLs should have their page name last, preceded by any categories or subcategories that the page sits underneath. For example:

- **/category/subcategory/product for all products**
- **/blog/blog-article-name for all blogs**
- **/about-us/staff/name for all staff pages**
- **/careers/work-for-us for all job pages**

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Are You Using It Correctly?

If you create a new page you should pay close attention to its URL and avoid having URLs that are simply **your domain + permalink**, e.g. **www. yourdomain.com/page-name**. Although there are times where this short domain would be useful, like products with long names, the best practice is to feature the full structure path, i.e. category and subcategories in the slug.

You should also make sure that the way you display the words in these two elements is consistent too, which is important so that search engines can read and understand your URL. This includes:

Using all lower-case,
Not using symbols
Using a hyphen to separate words
Avoid using words like 'the', 'and', to'

3 Internal Linking

The way that you link up all the different pages on your site helps to support the way in which your site is structured.

What Is It?

Internal linking is the simplest way to build the structure of your site. It involves simply linking from one page to another using text, images, graphics, or other content. Try to think of your website as a spider's web, where pages are interconnected by lines. These lines are the links that add strength and structure to your site.

Why It's Important

Internal links help to connect your content, which makes it more discoverable for search engines and for users. Search engines like Google discover pages of your site by following links on each page, so the more links you have on each page the more pages Google can discover.

Links are also invaluable for user behaviour as they encourage click-through and reduce bounce rate.

When To Use It

Internal linking should occur in addition to your navigation. It is simply not enough to have your pages linked in your navigation. You should also aim to link up relevant content through intext links, graphics, and images across all of your pages. For example, your product pages could link to a blog.

How To Use It

If you link from one page to another, try to link back to the original page from the linked page if relevant. This will help to structure your site and position page as related. It also helps to use your internal linking as a way to navigate between categories, subcategories, and pages. So you could link from a category to its subcategory, and from its subcategory to one of its pages.

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Are You Using It Correctly?

However, it is important to avoid the use of spammy linking, where there are multiple links to multiple pages on every page. Make sure that the links you do put into your pages are natural, relevant, and adding value.

03
Content

The content on your pages will also affect how well customers and search engines interact with your website. So it will impact your conversion rate, traffic, and ranking. That means that whether you are trying to drive traffic to a product page, your homepage, a category page, or a blog, you should carefully consider the content you write.

When it comes to content for SEO, you need to base your text on keywords. Keywords are the search terms that people use and they are not created equally! Some keywords are searched for more times than others, which means they have different search volumes. Some keywords can be harder to rank for than others, which means they have higher keyword difficulty. Once you have chosen the right keyword for your page, you should then make sure it appears in the headings you use on a page, the metadata your page has, and the body content.

1 Headings

The headings on your page work just like headings in a newspaper. They should draw your eye and highlight key points on the page.

2 Metadata

Search engines can see and access this data all of the time, but users will only see it in search results.

3 Main Body

The main body content is where your detailed information, educational and promotional text in sections is displayed.

1 Headings

The headings on your page work just like headings in a newspaper. They should draw your eye and highlight key points on the page.

What Is It?

The headings on a webpage include the title and all of the subheadings. There are typically 4 formats for webpage headings, which should be used correctly. Each has a slightly different meaning, based on a hierarchy.

- **Heading 1 (H1) – this is your main headline, the title of your page. There should only be one H1 per page.**
- **Heading 2 (H2) – this the subheading(s) on your page and should be used for any additional headings underneath the H1.**
- **Heading 3 (H3) – any subsequent subheadings that feature below or in relation to the last H2.**
- **Heading 4 (H4) – any subsequent subheadings that feature below or in relation to the last H3.**

Why It's Important

Headings help to keep your content relevant and organised for both users and search engines. They can also be helpful in adding structure and readability to your content, which can support your ranking efforts.

When To Use It

The aim is to use headings to establish relevancy and aid skim reading. So, just like in print media, try to keep your headings short, concise, and based on your page's keyword. This also means that headings should be used on every page, although not every page will need all 4 formats of subheadings. For example, a product may need a H1 for the product name and a H2 for review sections, delivery, and similar information.

How To Use It

To optimise your headings for SEO, each page should use headings as such:

- **H1 should prominently feature your keyword**
- **H2 should feature keyword once with subsequent H2s featuring keyword variants**
- **H3 and H4 should feature keyword variants or related terms where possible**

In WooCommerce you can format your headings in the page or post editor view. Just highlight the line of text that is your heading and click the drop-down box in the editor to choose which type of heading it is.

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Are You Using It Correctly?

Although you can have too many headings, you should try to use them where relevant to break up the text on your page and improve readability.

2 Metadata

Search engines can see and access this data all of the time, but users will only see it in search results.

What Is It?

Metadata is a type of content that exists in the HTML of a page but is not visible on the page itself. There are two types of metadata when it comes to content:

- **Page Title –** the blue link that appears in search engine results. They are intended to be descriptive, like a heading on the front of a newspaper
- **Meta Description –** the grey text underneath a blue link. They are intended to describe the contents of the page.

Why It's Important

Although search engines haven't confirmed that metadata is a direct ranking factor, they are important to have as they are the first thing the searcher sees. They will appear on the search results page to tell the searcher what is on your page, so they will affect your click-through rate and therefore your traffic.

When To Use It

Because your metadata can have such an influence on the click-through rate of your search results and traffic, you should aim to have optimised page titles and meta descriptions for every page on your website.

How To Use It

In WooCommerce you can use the Yoast SEO plugin to create a rule for metadata to be created for each page automatically. All you need to do is set the parameters, like page title, site name, and more. To do this you need to click on

- **Yoast SEO > Search Appearance > Content Types**

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Are You Using It Correctly?

There are word limits for page titles and meta descriptions. Page titles have a 60 character limit and meta descriptions are limited to around 155 characters. So make sure that you are careful to keep your metadata under and as close to those limits as possible.

When a website has issues with metadata, it typically has:

Missing – no page title or description specified at all
Duplicate – the same as a title or description as another page
Length – title or description too long or too short

3 Main Body

The main body content is where your detailed information, educational and promotional text in sections is displayed.

What Is It?

The main body content is the section of your text that is formatted as a paragraph. It should be written in plain text or HTML so that search engines and users can see it.

Why It's Important

Without body copy, it is difficult for both users and search engines to understand what your page is about. And if a search engine can't understand what your page is, it won't rank. So having enough body copy is important if you want your page to rank at all.

When To Use It

Where possible, you should aim to have some main body content on every page. On category pages, this could be a short paragraph of text at the bottom of your product list with information about the category. For product pages, it could be the product description with information on the product and its uses.

How To Use It

When writing your body content there are 5 things that you need to consider:

1. **Length** – Aim for between 300 and 500 words minimum but use your judgment as to what is relevant and what is too wordy.
2. **Relevancy** – Stay focused on your main topic as much as possible. Other topics warrant the creation of other pages, especially those with search volume.
3. **Readability** – Make your content readable across different screen sizes.
4. **Uniqueness** – Write unique content that a user can't get anywhere else.
5. **Keywords** – Choose the right keyword with search volume potential but also isn't too challenging to rank for.

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Are You Using It Correctly?

There are tools that you can use to check how SEO-friendly your content is based on your keyword. In WooCommerce, the Yoast SEO plugin has a built-in SEO health score based on a traffic light system. Just add your page's featured keyword into the Yoast section of your post or page editor and it will give you suggestions to improve.

04

On Page Fixes And Your SEO

Working on these quick on page fixes will help to prevent the loss of customers and rankings while sustaining your organic visibility and traffic.

For more support and quick fixes, visit

sellerdeck.co.uk/insights/
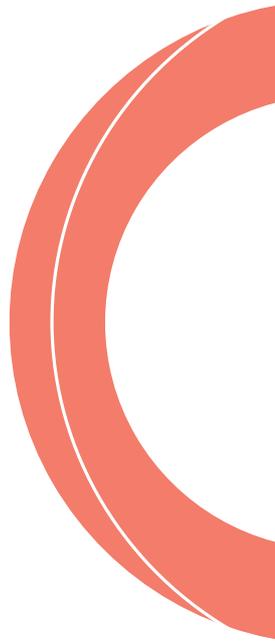
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