

# Google Slap Happy SEO Practices Made Easy – A Cheat Sheet For Being Protected From Google

## Module 2 – On Page Seo

It seems that on page seo is particularly important at this point of time. In fact, it's become more important than it was before. Google wants your sites or blogs to be following good on page seo practices.

So here are some simple ways to start.

1. Make sure your main keyword is in your title
2. Make sure your main keyword is in your H1, H2 and H3 tags
3. Make sure all images are optimized for the keyword you are trying to rank for but don't just use the same keyword or phrase over again – make them a bit different such as best seo practices, best seo practices online, the best seo practices
4. Make sure your main keyword is at the very start of the content and also in the last sentence.
5. Keep your keyword density low. On average between 2 and 3 percent is ideal.
6. Remove irrelevant outgoing links to other sites.
7. Make sure your external links are no follow.
8. From each post link to another page or post on your site for the keyword you are wanting to rank for on the post page.
9. From each post link to an authority site with your main keyword
10. Make sure that on every post or page that you italicize, bold and underline your main keyword at least once on the page
11. Use LSI keywords throughout your post rather than the same keyword in every sentence. For example, LSI phrases would be dog training, toilet training your puppy, puppy potty training, etc. If you can't think of LSI keywords try using the google keyword tool or google wonder wheel feature
12. Make sure your content is at least 500 words in length
13. Make sure your categories contain your main keyword you're trying to rank for
14. Make sure your content keeps your visitors as long as possible on your site. If Google sees that visitors click away after just a few seconds after landing there expect to be penalized.

15. Link to your other pages on your site.
16. Add fresh content to your site frequently
17. Shorten the urls of the urls of your site pages and posts
18. Reduce the use of frames and javascript on your sites

You can either remember this and do it manually every time or you can use the innovative seopressor plugin that will let you know as you go along exactly what you need to do to get the highest on page quality sco

Here is an example of the message that Seopressor will give you if your post is poorly optimized:

- Bold your keyword at least once.
- Make sure your keyword is italicized at least once.
- It is always good to underline your keyword at least once.
- Your keyword density is too low, you need more repetitions on your keyword.
- More words needed, short articles don't rank very well.
- You need a H1 tag with your keyword inside it.
- You need a H2 tag with your keyword inside it.
- You need a H3 tag with your keyword inside it.
- Please add your keyword in the first sentence.
- You definitely want to include an image and set the alt tag to your keyword.
- You should point a link to your other pages with keyword as anchor text.