



# Matt Diggity's

# Onsite SEO Guide



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## 1.0 VERSION HISTORY

1.0 - July 12, 2014

1.1 - August 10, 2014

1.2 - August 27, 2014

1.3 - November 27, 2014

1.4 - April 3, 2015

1.5 - May 15, 2015

1.6 – December 26, 2015

1.7 – March 16, 2016

1.8 – October 10, 2016

1.9 – December 26, 2016

1.10 – May 23, 2017

- Added some new adjustments to URL and title tag for optimization based on recent test results.
- Added some more ninja tricks to meta descriptions.

## 2.0 INTRODUCTION

This guide is a compilation of the latest findings on the most effective techniques for onsite SEO to date. As you know, Google changes their algorithm daily, and what works today might not work tomorrow. The goal of this document is to provide an up-to-date, always current resource for result-based onsite SEO tactics that are working now. I encourage you to check the version history and make sure you have the latest and greatest version of this document. To make sure, please don't hesitate to reach out at [matt@diggitymarketing.com](mailto:matt@diggitymarketing.com).

### About me:

My name is Matt Diggity. I've been immersed in SEO since 2009 and have made a quite successful living from ranking sites and helping others rank sites. I'm a data-oriented SEO and base all of my techniques off of actual test results performed in-house at [Diggity Marketing](#).

My experience with SEO has been quite diverse. Currently, I am involved heavily in affiliate SEO and lead gen. I operate over 200 money sites and manage a PBN of over 4000 sites.



Currently, I offer the following SEO services:

- [SEO Consulting](#)
- [High Quality, Premium PBN link rentals](#)

### Why you should trust my SEO knowledge:

Owning a massive PBN backlink network and having access to hordes of data, I have the advantage of being able to see what is working effectively in today's SEO environment based on real data, not speculation. I've tried pretty much every tactic known to SEOs and I'm constantly testing new ones. I know what works based on data and experience, not speculation.

### What's so important about onsite SEO?

From my experience offering SEO coaching and consultations, **the most common issue that is holding people back from ranking is: onsite SEO**. You can have the best links on the planet pointed to your site, but if you're not up to speed on what should be happening onpage, then you'll be perpetually trapped on page 2 or worse.

Think of it like this. Winning in SEO is like winning a car race. Your onsite SEO is your car and the links is the gas you put in it. If you don't build a good car, it's simply not going to go anywhere despite whatever else you do to get it going.

### What you'll find in this guide:

This is not a beginner's guide. You'll be expected to know your way around Wordpress, plug-ins, metas, HTML etc. This is for those that need the latest information that will give them that push to get onto page 1.

**What you will find is guidelines, techniques, and tricks for optimizing your site according to today's standards.**

## 3.0 HIGH-PRIORITY KEYWORD HOLDERS

### 3.1 URL

In this document, I'll use the familiar "dog training" keyword example to illustrate my points.

**What is an EMD?** An Exact Match Domain uses the exact keyword for the domain name. In our example, it would be [www.dogtraining.com](http://www.dogtraining.com), [dog-training.com](http://dog-training.com), or some variation thereof.

EMDs in the recent years have been devalued by Google on multiple occasions. It's not like they don't work anymore; they certainly still do have an almost [unfair advantage in ranking](#) simply for having the keywords in the URL (more on this later). However, they have a much higher chance of getting hit with over-optimization problems.

These days I *prefer* EMDs and PMDs. The ranking bonus is just too good. I've pushed the envelope when it comes to optimization and have found that it's still quite hard to get hit with over-optimization penalties when you're [choosing anchor text correctly](#).

Consider making a PMD or Branded site in parallel, especially if you're a beginner. Making parallel "sister sites" helps you minimize risk and in the best-case scenario, you rank multiple sites on the first page and [dominate the niche entirely](#).

**What is a PMD?** A Partial Match Domain uses the target keywords, but adds additional words between or around them. For example: [mydogtrainingguide.com](http://mydogtrainingguide.com) or [trainingyourdog.com](http://trainingyourdog.com) or even [dogmasterpros.com](http://dogmasterpros.com). Simply having one word of the keyword phrase is enough to put you in the PMD category.

PMDs work very well today, as they were blessed with a little more leniency in June 2014. As of now, EMDs and PMD's are my preferred domain naming strategy. I'll choose an EMD if it's available, and a PMD if not.

**What is a Branded Domain?** Branded domains include none of the target keywords in the domain name.

Most of the major domains that Google loves like WebMD, Forbes, Amazon, Wikipedia, etc. are branded domains. They provide the most leeway against penalization and then enable you to send Branded anchor text from your links, which Google also loves.

Branded domains are great for a long-term strategy. If you're building a site for a real product and are looking to create some recognition, then branded domains are the way to go. They are sell-friendly, so if you're looking to flip your website later, they typically sell better and easier for EMDs and PMDs.

Brand domains are also recommended for beginners, where you might not have a fine grasp on the nuances of optimization.

You can have a branded domain's homepage target your main keyword, even though it doesn't contain the keyword itself, and this is accomplished by taking advantage of the TITLE tag as you will learn below.

### 3.2 TITLE META

This is what goes into your <title></title> HTML. Also known as your Title Meta. Most people use the popular Wordpress Plug-In's "All-in-One SEO" or "Yoast" to create individual titles for each page.

Back in the easy days, people used to simply spam this field with their keywords. For example, "Dog training tips | Dog training guide | Learn how to train your dog".

Nowadays, you want it to be readable to the user and you want to use the keywords sparingly (see section 3.5). Make sure to create a unique title for each page.

### 3.3 DESCRIPTION META

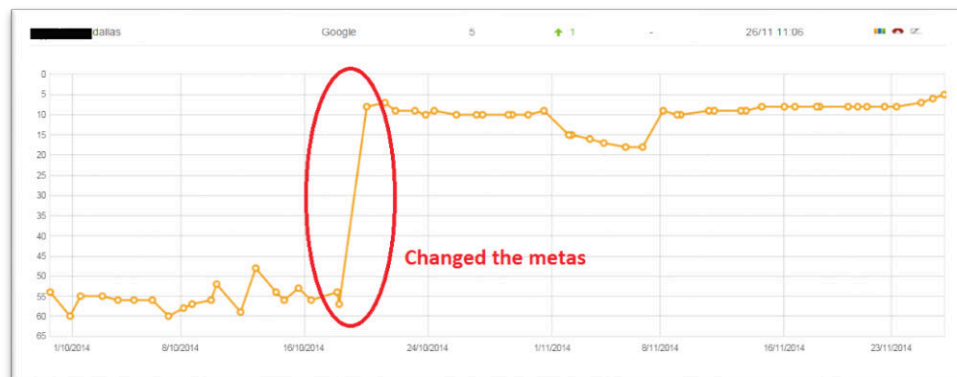
Same as the title meta. It's filled out with the "All-in-One SEO" or "Yoast" plug in. Use a unique description for each page (more on this later).

### 3.4 KEYWORD META

Also filled-out with the "All-in-One SEO" or "Yoast" plug in however it should be completely ignored. Google doesn't apply it to its ranking algorithm. [See article](#)

### 3.5 PRO-LEVEL URL AND META OPTIMIZATION

Using the techniques below, I've seen clients get incredible results. I've seen sites jump from page 6 to page 1, simply from making these changes.



These days, it's all about being precise and avoiding spammy practices. The following techniques don't risk over-optimization and uses Google's highly intelligent semantic synonym association to get Google to recognize your page's relevance towards a certain topic.

1. Get your keyword in the URL (once), and be as brief as possible while making sure your keywords are represented.

At the inner page level, recent tests have shown that shorter is better. Keep your URL slugs as short as possible, while including as many keywords as possible.

In the past I would recommend inserting extra filler words to mix up your keyword phrases, but the current advantage that you get for being brief, overrides the aforementioned benefit.

So in general, try to keep your both your homepage and inner-page URL slugs as short as possible.

Example: Branded domain is going for target keyword "dog training"

**GOOD:** <http://www.ilovemyk9.com/dog-training>

**BAD:** <http://www.ilovemyk9.com/dog-training-guide-for-new-owners-of-puppies>

Example: Partial match domain is going for target keyword "puppy training"

**GOOD:** <http://www.dogguides.com/puppy-training> (bonus because "dog" is related to the word puppy)

**BAD:** <http://www.dogguides.com/guide-for-training-your-puppy-dog> (too long and "dog" is used twice)

2. Get your keyword in the Title (once), keep the string together for the most part, and keep it at the front of the title tag.

Recent tests have shown that shorter title tags are out-performing longer versions. Avoid adding "click bait" words until you're ranked #1-#5 when it really starts to matter.

**GOOD:** Dog Training Guide for Beginners | Obedience Tips

**BAD:** Dog Training - How to train your dog - Dog Training Tips

**GOOD:** Dog Training Guide for Beginners | Obedience Tips

**BAD:** Dog Training Guide for Beginners | 2017's Best Obedience Tips and More

3. Use the description to increase click through rate (CTR) as your primary goal.

Just like the meta keywords, the description is also not considered in Google's ranking algorithm ([read article](#)). However, meta descriptions do indirectly improve rankings because they can directly affect CTR, a key factor in ranking.

Here's a trick: Write your descriptions in a way to encourage people to click on your link.

How to encourage clicks from the SERP result using a meta description:

- a) Be descriptive about your page
- b) Be persuasive
- c) Make people curious



d) Highlight trigger words with capital letters

e) Cut the length down to 156 characters

Example: These sneaky Dog Training Tips will work on ANY dog. You'll DEFINITELY want to check out our FREE ...

Protip: Specifically insert a "..." to encourage people to click and find out exactly **what is free**.

## 4.0 CONTENT

Content (otherwise known as the context) is what goes into the body of the page: the bulk of the text that makes up the body page itself. In the section, you'll find guidelines on what's working best in the content of your web pages.

### 4.1 HEADER TAGS

Your <h1>, <h2> and <h3> tags are used to inform Google about the main and sub-topics of your page.

Also in the past, these fields were spammed and abused as an easy way to tell Google what you want to rank for.

What they're actually intended for is dividing up sections of your topic. Your H1 is your page's main topic, your H2's are the sub-topics of that main topic, and so forth.

Include your target keyword only once in one <h1> tag. And make it part of a larger phrase. Not just the exact keyword.

Example:

## **Dog Training Tips for Newbies**

Sidenote: each page should only have one <h1> tag. Most themes have it setup to automatically create a <h1> tag from your page title, so be sure that you don't create two. Each <h1> tag can have other <h2> tags underneath it, and the <h3> tags go underneath those <h2> tags.

Example:

## **Dog Training Tips for Newbies**

### **House Breaking (Potty Obedience)**

Young Puppies

Older Pets

### **Tricks**

Sit

Shake

Roll-over

## 4.2 OPTIMIZING A PAGE FOR MULTIPLE KEYWORDS

When it comes to onsite optimization, certain places are more valuable to have your keywords in than others. Based on my tests, in order of impact, from most valuable keyword real-estate to least valuable:

1. URL
2. SEO Title Tag (i.e.: <TITLE></TITLE>)
3. H1 (i.e.: Page title)
4. H2, H3, H4...
5. Content

We can use this knowledge to our advantage, if we have multiple keywords that we want to target on a single page, which should be the case anyways.

Let's say we have the following keywords we want to target on the homepage in order of importance:

1. dog training
2. dog obedience
3. puppy school
4. potty training for dogs
5. dog walking training

We'll start with our URL, making a branded domain, with an inner page targeting however many keywords we can fit in the URL without looking spammy. The following URL covers our two most important keywords.

**URL:** <http://petpros.com/dog-training-and-obedience>

Now for the SEO title tag. Again, let's try to get as many keywords as possible in there, remembering the rules we read above.

**SEO Title Tag:** Dog Training and Obedience School | Pet Pros

Next comes our Page Title. Definitely get our top keywords in there, and let's also try to get some of the words that we haven't included so far. Additionally, we'll use a synonym "Canines" to get some semantic advantage.

**Page Title:** Dog Training School for both Puppies and Adult Canines

Whatever we can't fit, whether it be to length issues or it just not making sense for our sales copy, we can fit on H2's and H3's.

**H2:** Potty Training

**H2:** Walking your Dog

Lastly, in the event that we have a long list of keywords, make sure to put them in the content somewhere.

Protip: Let's say you're trying to rank for the keywords "\_\_\_\_ review" and "\_\_\_\_ reviews". You'll need to include both 'review' and 'reviews' somewhere on your page. If these are important keywords, then definitely drop them in the URL, SEO Title Tag, or Page Title.

## 4.3 WORD COUNT

People debate over how many words per page is optimal. No one has the exact number, because this matters on a per-niche and per-keyword basis. For example, pages in the health niche, typically require more words to rank than others.

However, based on my testing experience and recent studies, the minimum amount of words you want on a page is:

- **Regular page: 500+ words**
- **Web 2.0 page: 1000+**

To be safe, I'd recommend writing any page you want to rank with 1000 words or more. It's just going to make your life easier. This can't always be achieved, especially if your site is highly graphical, so in those cases, stick to the minimum recommendations above.

That said, there is indeed a limit on how many words you want on a page and it depends on the niche. In searches that are highly sales oriented, such as local service providers, Google is expecting to see content that is concise and to the point. Trying to rank your lead-generation plumbing site with 3000 words is overkill, especially compared to your competition that is ranking with 500 words.

## 4.4 KEYWORD DENSITY

Again, people are looking for the exact magical percentage of keyword density that will work most effectively. This is also niche and keyword dependent. Instead you should be looking at keyword density as an under-optimization effort. Here is a critical tip that is making huge returns for my clients:

### **Pro Tip: Individual words of a keyword phrase matter too**

Many people come to me and ask if they're over-optimized. They only have "dog training" on their page 4 times, but "dog" is used 40 times and "training" is used 30 times. This has Panda-penalty written all over it.

**Pro Tip: Keep keyword phrases down to only 2-3 occurrences: once in a <hx> and 1-2 times in the body of the content on the page.**

**Pro Tip: Keep individual words down to less than 15. What to do instead? Use synonyms.**

(The above recommendations are for a 500-word article.)

## 4.5 SYNONYMS

Synonyms are the most under-utilized tool in the on-page arsenal. Use synonyms to establish semantic relevance for a page without risking over-optimization.

In the dog training example, we can use the following words instead of "dog" and "training":

- canine
- k9
- puppy
- pooch
- obedience
- learning
- instruction

Since our page is going after "dog training", we can use "canine" and "instruction" with no abandon. We don't care if we're over-optimized for these keywords because hardly anyone is searching for "canine instruction." But by using these words we're establishing a high degree of relevance for the page.

## 4.6 STRUCTURED MARKUP AND FEATURED SNIPPETS

Structured markup is essentially HTML code that is added to a site which can enable search engines to display rich snippets, pieces of information that are overlaid over the SERP result.

What constitutes structured markup? In a very simple sense, H1's, H2's etc. (which you learned about before) are used to markup where different topics begin and end in the content. But these aren't the most effective markup elements that will help you land you the featured snippet.

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### 4.6.1 HOW TO GET THE FEATURED SNIPPET RESULT

The featured snippet (see below) is a highly coveted place in a SERP result. Essentially you can take over the #1 spot without being the #1 organic result.

Example of featured snippet:

Google how to make ice cream


All Videos Images News Books More Search tools

About 18,900,000 results (0.67 seconds)

1. Stir sugar, cream, and milk into a saucepan over low heat until sugar has dissolved. ...
2. Transfer cream mixture to a pourable container such as a large measuring cup. ...
3. Pour cold ice cream mix into an ice cream maker, turn on the machine, and churn according to manufacturer's directions, 20 to 25 minutes.

More items...

[How to Make Vanilla Ice Cream Recipe - Allrecipes.com](http://allrecipes.com/recipe/233928/how-to-make-vanilla-ice-cream/)  
allrecipes.com/recipe/233928/how-to-make-vanilla-ice-cream/



About this result • Feedback

As of now, consistently landing the featured snippet placement lacks any consistent methodology. However, I have seen that certain markup aspects considerably help.

#### 4.6.1.1 ORDERED AND UNORDERED LISTS

Especially for “How to” type queries, Google links to see steps outlined in list format. This also applies to “ingredient” queries where the data is often placed in a list.

#### 4.6.1.2 TABLES

List of English Premier League Winners Since 1992

YEAR	WINNERS	RUNNERS-UP
1994-95	Blackburn Rovers	Manchester Utd
1995-96	Manchester United	Newcastle Utd
1996-97	Manchester United	Newcastle Utd
1997-98	Arsenal	Manchester Utd

20 more rows, 2 more columns

[List of Premier League Winners Since 1992 & Overall](http://www.totalsportek.com/list/english-premier-league-winners-since-1992/)  
www.totalsportek.com/list/english-premier-league-winners-since-1992/

About this result • Feedback

When your search requires a comparison of data from a variety of different metrics, organize your data in a table and embed that table on your page.

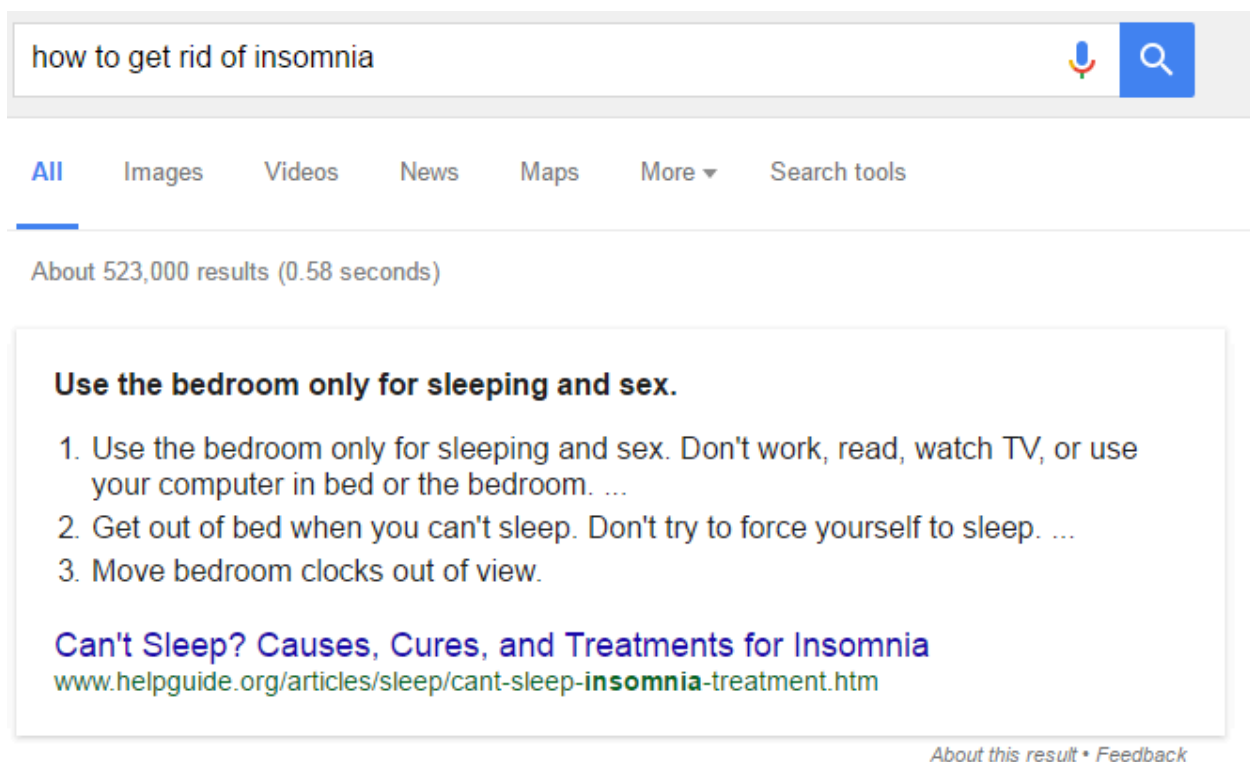
Implementation of a table is quite simple using the [Table Press plugin for Wordpress](#).

#### 4.6.1.3 REVERSE ENGINEERING

Despite the above two markup suggestions, the best way to take over the featured snippet is to simply look and see what the current snippet is displaying and mimic it better.

More often than not, a featured snippet's result will discuss a certain aspect of the question being asked.

For example:



For the query “how to get rid of insomnia”, Google seems to like the discussion of only using the bedroom for sleeping or getting busy. So when you’re optimizing your own content, focus on your own section about this argument.

Then apply the above markup suggestions and do it better. In this particular example, I would:

- 1) Integrate synonyms and related words around your ordered list.
- 2) Use scientific names to come off as more educated.
- 3) Put the target keywords in the H2 right above the list.

[Click here](#) for my full-detailed guide on stealing the snippet.

#### 4.6.2 HOW TO GET REVIEW STARS IN THE SERPS

Another type of rich snippet is the review star. Having review stars on an affiliate product review page, for example, can be a significant factor in stealing clicks from the SERPs.

Example of review stars:

**LIPOZIN - High Performance Weight Loss Supplement. Best Fat ...**  
<https://www.amazon.ca/LIPOZIN-Performance-Supplement.../dp/B00CDAV8AG> ▼  
★★★★★ Rating: 3.6 - 483 reviews  
LIPOZIN - High Performance Weight Loss Supplement. Best Fat Burning, Appetite Suppressing Diet Pill. Slim Down Quickly and Lose Weight Fast: Amazon.ca: ...

Getting review stars is extremely easy. I simply use the [WP Structured Data Schema for Wordpress](#). As of the time of this writing, review stars are only available for inner pages.

Warning: Google has been passing out [manual penalties based on spammy structured data](#). As of now, most of the reports I've seen have been about manipulating location using schema, but I'm sure using fake ratings is a hot spot too.

#### 4.7 AUTHORITY LINKS

An essential way to establish relevance for a page is to link out to an authority page in your niche. What's an authority page? Think WebMD.com, CNN.com, etc. Something with Domain Authority 90 or higher.

The ranking benefit of linking to authority sites has been tested and quantified in [this study](#).

For our example, linking to a LifeHacker article for "dog training" would be perfect.

**Protip:** Don't use Wikipedia for your authority links. This is what every other SEO on the planet is doing. Remember, Google doesn't like SEOs, so don't look like one.

For every page that you're trying to rank, throw up an authority link somewhere past the fold. Putting it anywhere above the fold increases the chance that the reader will actually click on it and bounce from your page.

There's considerable debate about whether or not to make the link dofollow or nofollow. The nofollow team wants to keep all their link juice on their site and refrain from leaking it off the page.

Since it hasn't been empirically proven which one works better, I opt to keep it dofollow since the disadvantage of having no authority link on the page wouldn't be worth it. If you're worried about ranking another page, simply link to an authority page (DA 80+) that doesn't rank higher than you already, or isn't on the first page.

**Protip:** Create your authority links to open in a new window. This keeps your bounce rate low; in case the reader decides to click on the authority link. Example: `<a href="http://www.cnn.com/dog-training" target="_blank"></a>`



## 4.8 IMAGE OPTIMIZATION

Any well-performing webpage has a high amount of visual content in addition to textual content.

### 4.8.1 HOW MANY IMAGES SHOULD I PUT ON A PAGE?

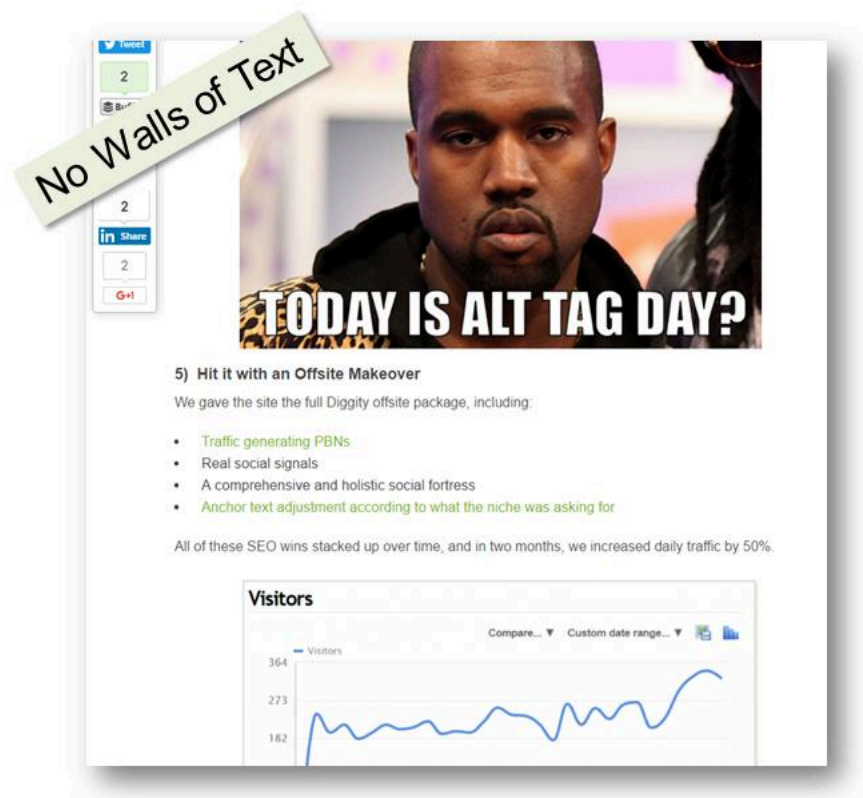
Many argue that there should be a specific ratio of HTML code (namely images) versus raw text, in order to make the search engines happy.

Based on my tests, I have never concluded on a magic number of how many images should be present per a given word count. But I do indeed recommend a simple rule of thumb that I've garnered from extensive conversion rate optimization and split test experiments:

**Never have a wall of text on the page.**

There should never been a segment of your page where all the reader can see is simply a top-to-bottom block of text, with no graphics or structured markup (e.g.: table or list). Following this rule will keep you within safe bounds regarding both:

- 1) Keeping the search engines happy
- 2) Keeping your visitors interested in your page



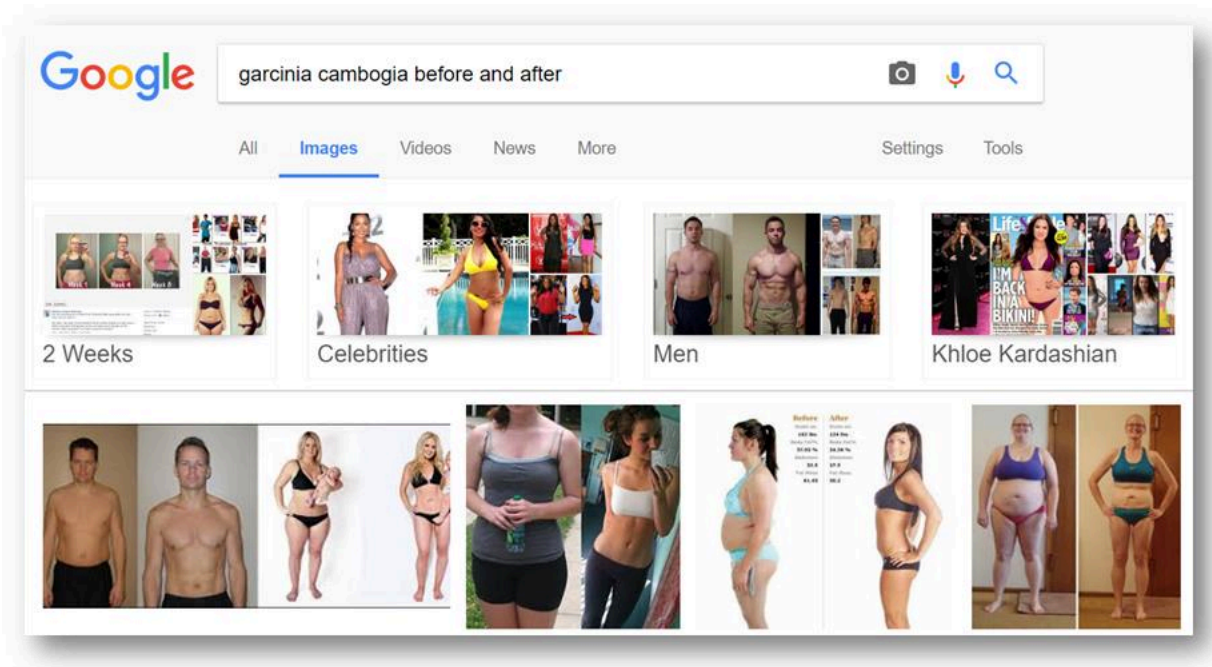
For a full methodology on how to rank your images in Google Image search: [click here](#).

## 4.8.2 HOW TO OPTIMIZE ALT TAGS AND FILENAMES

**Fact #1:** Keywords placed in image alt tags and file names do indeed contribute to the overall content of the page.

Knowing the above, placing keywords in your alt tags and file names does indeed add to your overall keyword density of the page. For example, if you had the word “dog” in your content 10 times, and “dog” was in two alt tags as well, then your total count is 12 times.

**Fact #2:** Having optimized image alt tags and filenames helps you rank in Google image search and does not give you a bonus in ranking for normal organic search than you would have by simply including those keywords in the content.



That said, you can use images alt tags and filenames to increase keyword density (as in the above fact), so in a roundabout way, it can help if increased density is what you need.

Personally, I’ve only found few situations where ranking in Google images brought me decent traffic and resulted in some good conversions. For example: “garcinia cambogia before and after pics”. However these situations are few and far between. Most of the time, I prefer to completely de-optimize my alt tags and file names so I don’t have to keep track of keyword density on two fronts.

### What are alt tags *actually* for?

Alt tags were designed for screen readers that help visual-impaired folks read webpages. When the screen reader comes to an image, it reads the alt tag to describe what that image is.

Essentially, Google wants us to simply describe the picture. If it’s a picture of a girl smiling, then label the alt tag “picture of girl smiling.”

Using the alt tags *as intended* is another reason I mostly choose not to optimize them.

## 4.9 YOUTUBE

Like an authority link, embedding a YouTube video on your page further increases relevance for the page. Videos also increase on-page engagement time, an important metric in Google ranking.

Be sure to select YouTube videos that are:

- 1) Relevant to your niche. Simply look for the same keywords in the title of the video if you're unsure.
- 2) Interesting to your visitors. Make sure that the video makes sense where it's embedded and your visitor will actually get value if they take the time to click play.

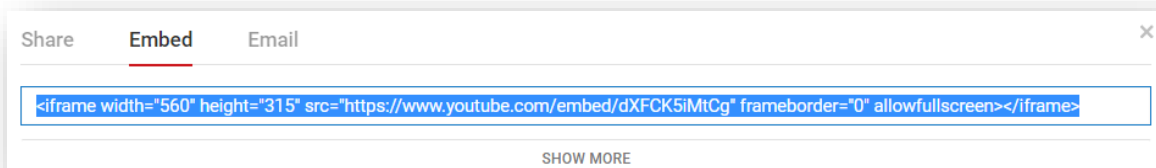
Losing visitors due to bounce is much more impactful than the SEO benefit of having a video on the page. Choose your videos selectively.

Embedding a YouTube video into a WordPress page or post is extremely simple.

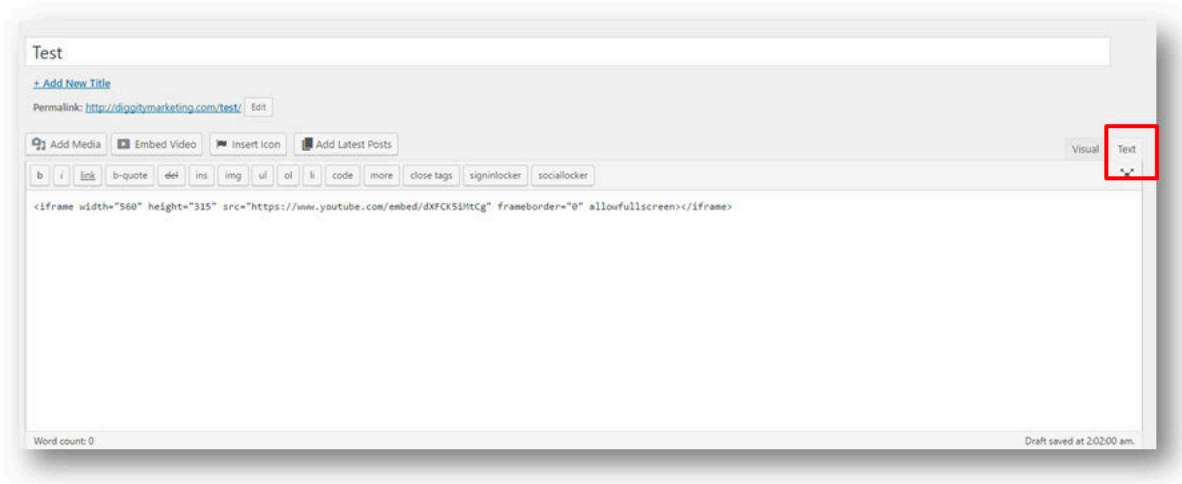
First, bring up the video you want to embed in YouTube and click on "Share."



Click "Embed" to get the embed code and copy it.



In Wordpress, simply paste in the code when you're in "Text" mode input for your Page or Post.

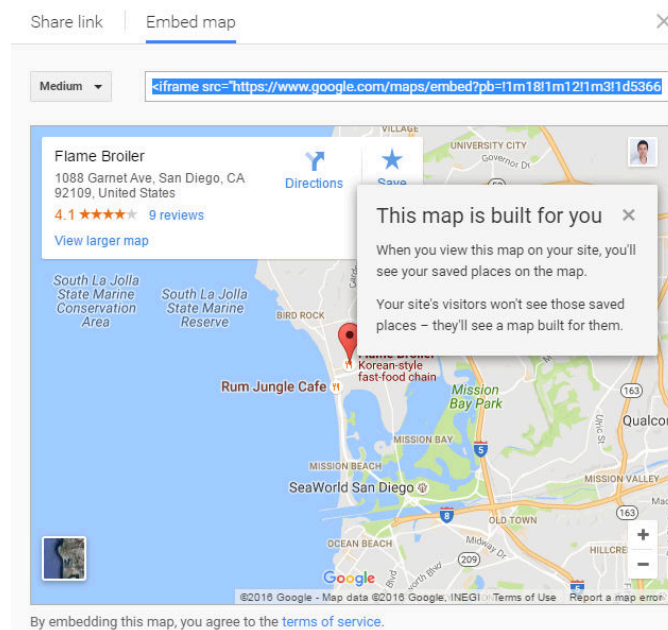


## 4.10 MAP EMBEDS

If your site is local and you're trying to rank for local terms, embed a map on your site. To apply the benefit of having a map to all pages, you can add it to your footer.

To do so:

- 1) Go to [maps.google.com](https://maps.google.com)
- 2) Search for your location (requires Google My Business registration)
- 3) Share > Embed



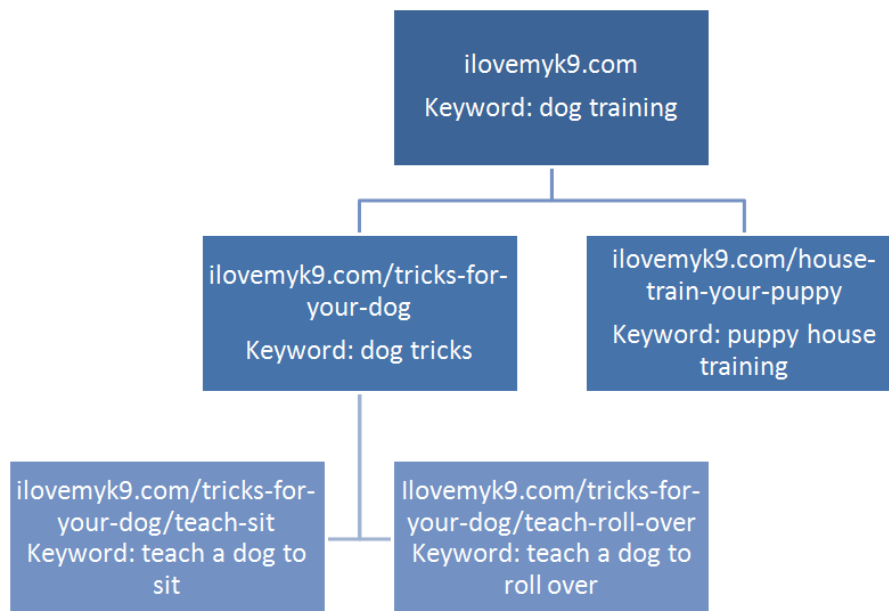
The highlighted code in the image above can be pasted onto your website for a quick map embed.

## 5.0 SILOING

### 5.1 WHAT IS SILOING?

Siloing is an essential on-site tactic that allows you to get the most out of the backlinks coming into your page. Instead of ranking for just one page that you send backlinks too, you'll rank any number of pages that you want.

Siloing is an inner page interlinking technique that can be best illustrated by example. In our 'dog training' example, let target the homepage on the keyword "dog training". We've done some keyword research and have found that "dog tricks" and "puppy house training" are profitable keywords and we'd like to create pages targeting these keywords as well. Lastly, we've dug down into "dog tricks" and found many people are searching for "teach a dog to sit" and "teach a dog to roll over", so we'll be making subpages for those. Here's what our page hierarchy would look like.



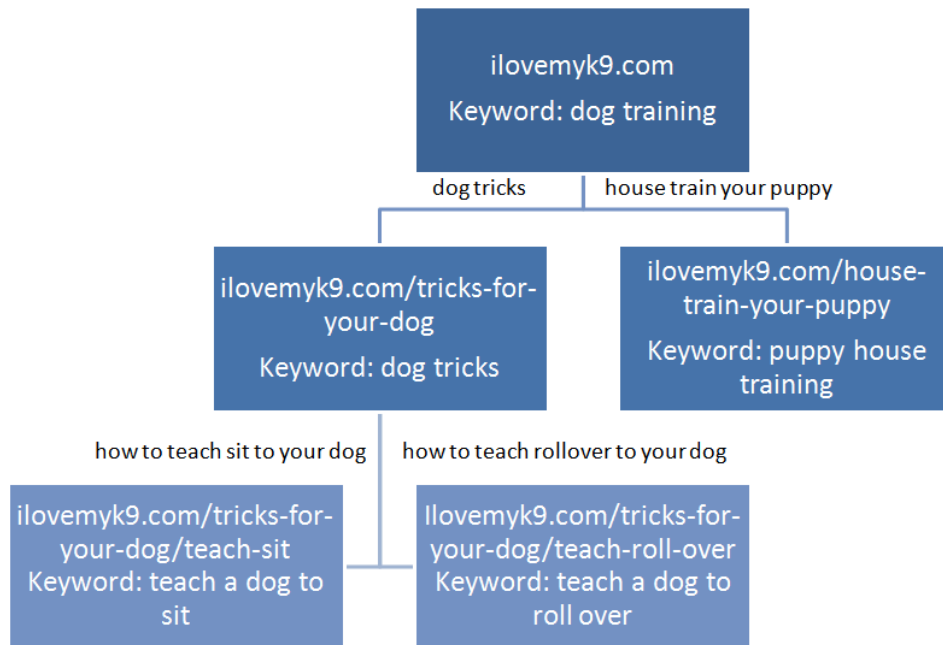
When we interlink these pages, for the anchor we want to use the target keyword(s) the next page is trying to rank for. That way, when an external link lands on the homepage for example, some of the link juice will trickle down to the next pages in the hierarchy and will be focused on the target keyword. So, if you send one link to the homepage, each of the hierarchical pages below will get some ranking boost too.

You want to place these links in the **context** of the page. The sidebar and menu's do not yield the effect we're looking for.

Example of anchor on the homepage:

Training your dog can be an easy task, if you know the right way to do it. Many people would like to teach their [dog tricks](#), which can be a fun and enjoyable exercise. We recommend starting at a young age...

Here's what the diagram would look like with example anchors on the connecting lines:

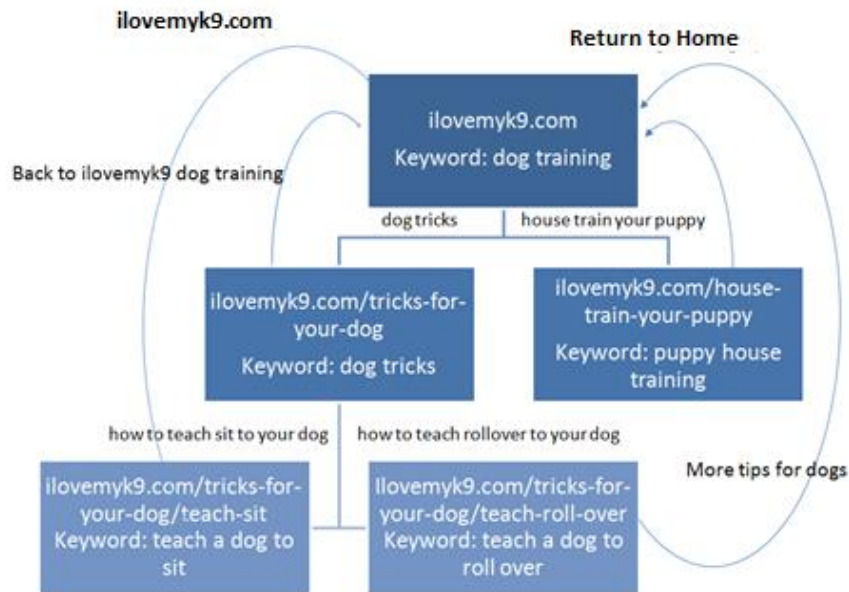


The final and most important step is to link the bottom "leaf pages" back up to the homepage. This recycles the link juice back up to the homepage, which targets your most important keyword. So essentially, no matter what page you send a link to on your site, all pages are going to be getting some love.

When it comes to internal links, there are still rules for anchor text optimization, but the rules are much more relaxed than offsite SEO. Try to vary up the anchor text for the links back to the homepage, as this page will be receiving tons of inner links.

What I typically recommend:

- 50% Target anchors
- 25% Brand or URL anchors
- 25% Miscellaneous anchors



## 5.2 RELEVANCE

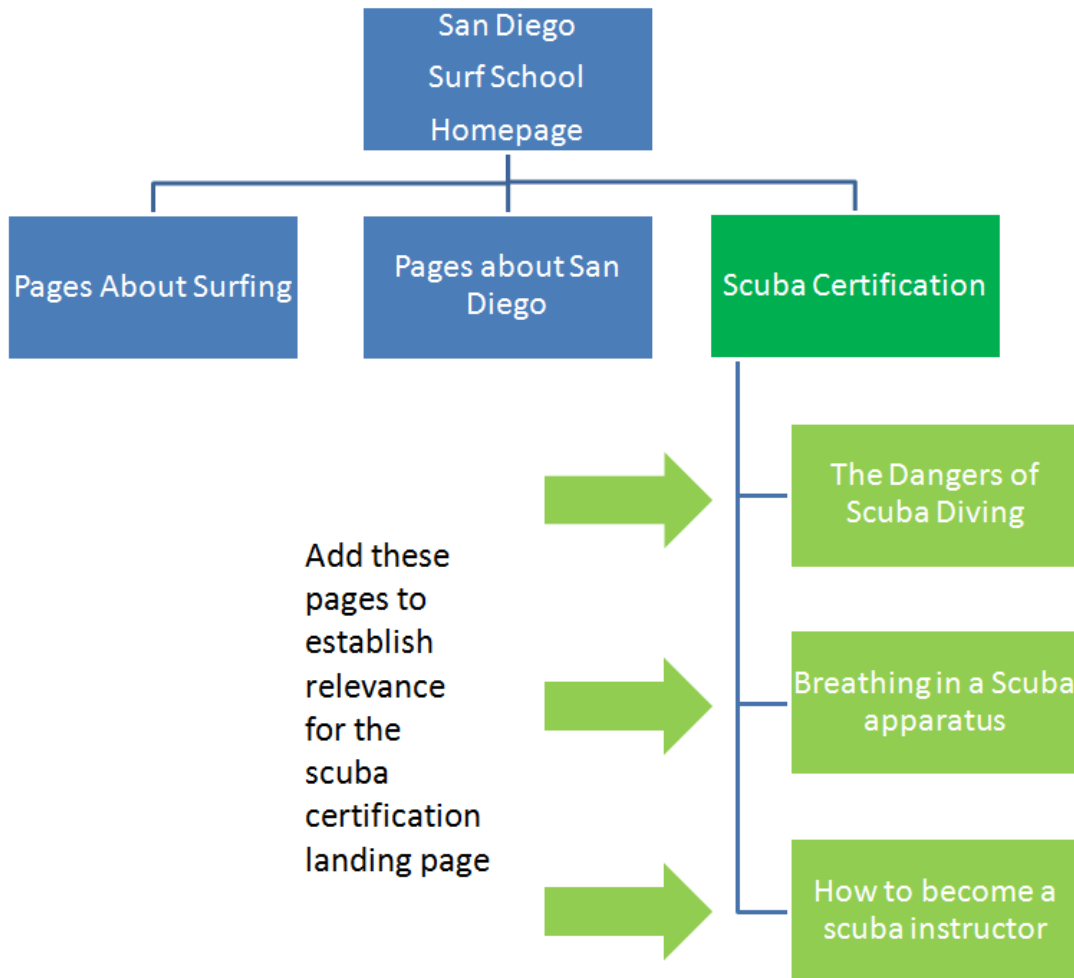
When you try to rank a page on a particular subject, Google expects to see that there are other supporting articles linking to this page. This is called 'establishing topical relevance'.

Let's say that there's a surfing school in San Diego, CA that is ranking quite nicely for "san diego surf lessons". Over the years they've published a ton of content related to surfing on their site as well as various events they're having in San Diego. There is no question in Google's mind that this website is about surfing in San Diego.

They decide to expand their business and include scuba certification. So, their SEO provider throws up a page on scuba and starts firing backlinks at it. After 6 months, it's still stuck on page 3.

The problem is that there are no onsite pages citing the scuba page as a reference. Google doesn't think that this site is really about scuba.

To resolve this, the website owner simply needs to create at least 3+ pages (the more the better) and link them to the page he wants to rank.



This comes into play a lot in local SEO. I had a surgeon client in San Francisco, CA that was ranking fine in San Francisco. He came to me because he was having trouble ranking in the neighboring city of Oakland. All I did was throw up 4 articles that talked about Oakland and linked them to his landing page.

- Oakland Nightlife Review
- Best Restaurants in Oakland
- Budget hotels in Oakland
- Famous People from Oakland

**These pages don't even need to be accessible from the navigation bar.** As long as they're in the XML sitemap and indexed, they've played their part.

The concept of relevance is often misunderstood or even ignored when it comes to onsite SEO. If you can get this down, you're going to get much better results than your competition.



## 6.0 SCHEMA MARKUP

Schema is used to “mark-up” and highlight certain aspects of your data such that Google can easily understand what your page is about. In addition, they’re able to upgrade the user experience by building knowledge graphs and displaying review stars in the SERP results.

Schema considerably impactful when it comes to local SEO and getting ranked in the “map pack”. Whether or not Schema has a significant ranking benefit for affiliate SEO is up for debate. I haven’t seen a quantifiable impact in my tests.

Regardless, it’s definitely a ranking factor and has been said by Google themselves to influence a site’s quality score. So why not implement it? Especially if you’re in local SEO, where Schema has a strong impact on establishing locality.

People often get intimidated by the complexity of Schema, when in fact, it is extremely easy to implement on your site. Here’s what you do.

- 1) Go here: <http://makeschema.com/>
- 2) Fill out the form
- 3) Take the code that they give you and [paste it into your Wordpress footer.php](#) file
- 4) Save

That’s it.

The MakeSchema.com schema generator will give you the basics of what you need to get the code up and running on your site. If you want to go above and beyond, check out [Mark Luckenbaugh’s detailed guide to Schema](#).

## 7.0 FRESH CONTENT

So, you've just completed your website. You've optimized it to the fullest and it's time to forget about your site and focus completely on your offsite SEO. Not quite.

You may have heard about Google's [Freshness Algorithm](#). The Big G wants its search results to serve up the most informative and up-to-date content regarding your particular search. It makes sense that they would reward pages and websites that are constantly delivering new content.

This doesn't mean that you need to commit to blogging on the daily. There's a bare minimum that I've found through testing that not only will minimize your time spent on fresh content, but it will also take advantage of the freshness algorithm and allow you to rank faster than the lazier competition.

### 7.1.1 ONE OR MORE FRESH BLOGS POST PER MONTH

Once per month, create at least one new blog post. This tells Google that your site is active, you're churning out new content, and that content is getting read by your social following.

Do:

- Link it back to your homepage and/or other relevant silo pages on your site. This will further establish relevance for each of these pages as time goes on.
- Syndicate these blog posts to your social profiles. You should have a Facebook, Twitter, LinkedIn, Pinterest, etc. setup already for your website. Every time you release a new blog post, make sure the article gets posted on your feeds. This can be easily automated with [IFTTT.com](#).

Don't:

- Write about a topic that you've already covered. Even if your new article is 100% Copyscape unique, if you've already covered a topic, then don't rewrite a new article on the same topic. Think of something else or you're going to get a dupe content flag.

### 7.1.2 CONTENT REFRESH ON AN EXISTING PAGE

Also, once per month, take an existing page that you're trying to rank (your homepage or a silo page) and update the content on it. It doesn't take much. Add a short paragraph and an image and that's considered enough. What this does is tell Google that the specific page that they're already ranking has just got even more current and deserves its place in the SERPs.

I usually alternate like this:

1. Homepage
  2. Inner page A
  3. Homepage
  4. Inner page B
- :

Possible pitfall: Be careful when adding new content such that you don't over-optimize the keyword density.

## 8.0 WORDPRESS SETUP

Most SEOs these days are building their sites on Wordpress, so I'm assuming you are too. Wordpress straight out the box isn't recommended. There's a few plugins that I recommend adding as well as some settings to be adjusted.

### 8.1.1 RECOMMENDED PLUGINS

1. SEO Optimization Plugins:
  - a. [Yoast](#)
  - b. [All-in-One SEO](#)
2. [Google XML Sitemaps](#) – Automatically creates a sitemap and pings Google whenever page-level adjustments are implemented. Not needed if you're using Yoast.
3. [Contact form 7](#) – Simple and easy contact form plugin that you can add to your contact page (which every website should have).
4. [XML Sitemaps for Videos](#) – Great plugin for [helping to index stubborn pages](#).
5. [Jetpack](#) – For its ability to easily syndicate blog content to social fortress sites (fresh content). Also can be accomplished with IFTTT.

### 8.1.2 RECOMMENDED WORDPRESS ADJUSTMENTS

1. SEO Optimization Plugin Adjustments
  - a. Remove the addition of “- %BLOG\_TITLE%” to the tail of your SEO title tag. More often than not this is going to get you into trouble by repeating keywords to your title tag.
  - b. To optimize crawl budget and make sure the robot isn't spending unnecessary crawl time on non-critical pages, noindex the following pages:
    - i. Media
    - ii. Categories
    - iii. Tags
    - iv. Author
    - v. Date
    - vi. Archives
    - vii. Search results
2. Settings > Permalinks > Post Name Structure – Gives you the most control over URL naming.
3. Removal of theme credits in the footer – Go to Appearance > Editor > Footer.php and remove the link to the theme credit and Wordpress.org. Not recommended if you lack code experience. Easily outsourceable.

## 9.0 SEO CONSULTING

### Now offered: [SEO Consulting](#) <- click to learn more

If you have any further questions on how to optimize your page as per **today's** standards, feel free to contact me at [matt@diggitymarketing.com](mailto:matt@diggitymarketing.com) and we can setup an appointment to go over your site live over Skype. I'll show you my exact process and give you actionable steps on how to get your site perfect in Google's eyes.

I also offer, an exclusive invitation/application only link rental service: [Diggity Links](#).

## 10.0 TESTIMONIALS

### 10.1.1 CONSULTING TESTIMONIALS



Ian Pritchard  
UK

Over the last four months I have been concerned that I have not been getting the results that my customers deserve. Coming across Matt and the good services that he offers, has been a genuine find and a pleasure.

**In money terms, my own ROI is about 10x of what I am paying.**

This week, my customer estimated that the increase in his business is going to be about 6x of what he is currently paying me. Which is a great result and obviously, I am a very happy chap.



Joseph Elshazly  
NY

I only started learning how to do SEO about 7 months ago. I own a roofing company in New York and I wanted to do the SEO myself, but I didn't know where to start. Matt started helping me and I instantly fell in love with marketing and started to make more sites.

**Matt helped me to bring 3 different sites to Page 1 in just 3 months!**

I bought a call tracking system and started renting these sites out to local businesses for a huge profit.

I recently registered a SEO business. I signed a 3 year lease on a 1000 sq ft office last week and I'm currently managing about 15 local business' websites.

Without Matt's coaching, I wouldn't be doing SEO right now, let alone leasing an office with the intention of scaling up to managing over 100 clients.

Like everyone else in SEO, I'm drowning in information. The problem is: learning and testing takes more time than I have available. I need an expert to check new ideas with and figure out what are the next moves to make.

My partner and I ran into a real wall with our business and decided to give Matt a chance to push ahead with our work.

**Looking back a few months later, it was the smartest business decision we've ever made.**

In a few short consulting sessions, he had us streamlined to do the most essential work and showed us strategies that we would have never had access to. Our efficiency is way up and profits are booming.

Give him a chance and your investment will be paid ten times over.



Nasim Bahbahani  
Canada

I had an hour consultation with Matt regarding one of my client's site that was somehow stuck on the top of page 2 for more than a month. He gave me precise instructions on how to fix it, which I implemented after our discussion. Guess what?? After 10 days, my client's site jumped to no.5!! If you have any questions about SEO, Matt is your go to guy. He is friendly and will give you ton of value!!!

Thanks Matt, you are a legend!!



William W.  
Australia

### 10.1.2 DIGGITY LINKS TESTIMONIALS

"I want to give a shout out to Matt Diggity. He's got a great service for anyone that isn't interested in building out their own PBN. I've personally used them for niche relevant PBN's when testing a new market. They put a lot of effort into building decent looking PBN's and avoiding footprints i.e. using legit hosts. I will happily give these guys the first and only ever "Lion Zeal Seal of Approval."



Daryl Rosser  
LionZeal.com



Jonathan Kiebusch  
PBNButler.com

"We recently used Matt's links for some of our campaigns, and sure enough got some phenomenal results for the client within just a few days. Matt is a great vendor to buy from. His links are solid, the prices are fair and the support is superb. The folks in my office love working with him, which saves me a ton of time and hassle. I would recommend Diggity Links to anyone who doesn't have the time or budget to build out a network."

"Matt gave me some review posts. I have not seen them but this is the only service I have used on a new Lawyer lead gen site. The content on the homepage is pretty thin right now but the site has already gone from N/A to 60th on google. Pretty impressive considering my homepage has not even been finished. Great service."



Todd Foster  
Blackhat Community Owner



Andrew Dale  
SEM Easy

"I have heard the feedback from some of the members and spoke to Matt about the network that he has. I would recommend it to those that are not interested in creating their own. Matt does it nicely with niched networks, which as we all know, is really the key here.

I had a few people ask me if I thought it was good for them, and I can tell you, that these are not crappy back links that will wind up hurting your site. This is a solid system that people are seeing results with. That is really the end game, right? If you people were not seeing results, then I would not put my stamp on it.

I would say definitely jump on board for those sites that are finding that "stuck" issue within the serps."



Hi! I just wanted to share a little Case Study testing **Matt Diggity's** PBN links on some of my money sites.

The results??

I'll let the images speak by itself. Basically, EVERY single keyword I targeted with Matt Diggity's PBN sites got a HUGE increase in rankings, after about one week (or less) the links were live. All I can say is... I've found my new PBN link provider.

Someone who knows what he's doing, someone who is gonna handle all my PBN needs (so I can focus on stuff that actually makes money money) and more importantly, someone I can trust my money sites to give them a boost when needed.

Thank you Matt! You really are a f\*cking PBN Ninja Master



Jorge Luis



Stinus Noah Hojensbo

No affiliation but I want to recommend this link service from Matt Diggity.

His PBNs are themed and looks amazing. I jumped 2 spots for the highly competitive term "thai dating" with 1 link. Check it out.

