

# Virtual Marketing Blueprint

## On Page SEO

### Objectives:

- 1) Introduction To On Page SEO
- 2) Reviewing On Page SEO's "Low Hanging Fruit"
- 3) Internal Linking Strategy Training
-  **4) Closely Guarded On Page SEO Secrets**
- 5) Addendum: Blogs & Internal Linking

*Rei Rockstars*

# Introduction to SEO Secrets

## SEO Secrets

### *What Is It?*

Little-known facts that will help your On Page SEO efforts:

- Duplication Penalties
- 301 Direct
- Footer Menu Items

### *Why Is It Important?*

These are items most people don't even know about and they have an affect on your SEO Rankings.

# SEO Secrets

## Little-Known SEO Tips:

- Don't duplicate title tags & descriptions
  - Google bots are lazy so they will assume every post is about the same thing which means duplicate content. The will stop crawling which means the page doesn't get indexed and you may be penalized.
- Configure www. to non-www.
  - NOT doing this puts you at risk for a duplicate content penalty which will lower your rankings
  - Wordpress does this for you in "Settings"

# SEO Secrets

## Little-Known SEO Tips:

- Broken links
  - Search engines will penalize you for broken links. Most common problem is from permalink changes. 301 Directs by the Platinum SEO plugin help fix this.
- Footer Menus
  - You can add footer menus to link to more articles (especially 3rd tier articles that are poorly written by outsourcers).
  - This is an advanced SEO strategy and you can customize a footer menu the same way you customized your main menu.

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## Next Video...

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