

On-Page SEO Cheatsheet

What the world sees

[GibbleGibbet](#) :: [Contact](#) :: [Kerfuffle](#)

GibbleGibbet! Nonsense words take over the world!

The **headline** should contain your key phrase, but still be compelling and readable. If you write it on a blank sheet of paper and show it to a stranger, they should understand what the page will be about. I'm optimizing for 'Gibblegibbet!', by the way.

Navigation links matter! If possible, link to your home page using your most important key phrase. This makes every page on your site 'vote' for the home page's relevance for that phrase.

Audience in a kerfuffle

The **GibbleGibbet virus** is on the loose. Riots broke out today at the international Scrabble® char as three contestants used words that appeared in the dictionary, but made no sense. The words were 'kerfuffle', 'flabbergasted' and 'glomph'.

Referee Franklin Philton said the violence was sudden and shocking. "It was like a war broke out," he said. "One moment we were all happy word nerds. The next, we were in an MMA championship fight. The champion was impaled on a letter rack. It was horrifying."

President declares state of

Having an instance of your key phrase in **bold type** can help, too, but don't go crazy. Do it once at most, and then only if it makes sense in context.

Google employs a **rational surfer model** when valuing links. If a link is placed where an interested visitor is more likely to click it, it'll get more value than, say, links stuffed in the footer of your site. So keyphrase-relevant, in-paragraph links are important. Don't do more than 1 per paragraph, though, or it'll drive your readers nuts.



writer just told someone who used the word 'synergy' three times in one sentence to frak off.

Images should have fully descriptive ALT attributes and file names. That means the ALT attribute, written on a blank sheet of paper and shown to a stranger, should explain what they'll see. And the text around the image (the caption or preceding/preceding paragraph) should also describe the image.

Images should also be properly scaled and compressed using an image editor like PhotoShop, or an online tool like [ImageOptimizer.net](#).

[This is a nofollowed link.](#) The rest of this isn't a link at all, by the way. It's just text. The writer had just finished this section when he was attacked by 3 nonsense zombies. He managed to disable one but the other two dragged him into the basement. He hasn't been seen since.

Notice how I keep saying 'fully descriptive', but I rarely say 'use the key phrase'? That's because, if your page is relevant, and your key phrase is right, then a fully descriptive ALT attribute should **contain** the key phrase!

Talking squirrels sighted in Central Park

New Yorkers panicked today when talking squirrels were reported in Central Park. Actually, that didn't cause the panic. The fact that what the squirrels were saying made more sense than the average BP exec, however, caused a crowd of 10,000.

Yo, Kabibble!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo

Use your key phrase in headings further down the page and paragraphs, too, if it makes sense. Again, don't go crazy. Remember that **there is no ideal keyword density**. There is only good writing.

Don't use nofollow for links within your web site. It does not 'sculpt' pagerank: It makes it disappear. Only use nofollow where search engines might think you're selling links to external sites.

[About Us](#) :: [Contact Us](#) :: [Privacy](#) :: [Terms of Use](#) :: [Copyright Info](#)

Under the hood

```
1 <!DOCTYPE html>
2 <html>
3
4 <head>
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
6 <title>GibbleGibbet! Nonsense words take over the world!</title>
7 <meta name="description" content="The GibbleGibbet virus is upon us. Nonsense words like 'kabibble' and 'irregardless'.">
8 <!-- Framework CSS -->
9 <link rel="stylesheet" href="blueprint/screen.css" type="text/css" media="screen, projection">
10 <link rel="stylesheet" href="blueprint/print.css" type="text/css" media="print">
11 <!--[[if lt IE 8]]><link rel="stylesheet" href="blueprint/ie.css" type="text/css" media="screen, projection"><![endif]-->
12
13
14
15
16
17
18
19 </head>
20
21 <body>
```

The **title tag** is the single most important element in on-page SEO. Make sure your key phrase comes first. But also make sure the title tag is well-written and would make people want to click, because it will show up in the search results.

GibbleGibbet! Nonsense words take over the world!
GibbleGibbet! Nonsense words take over the world! Grammarians, Wheel of Fortune competitors in a panic. Audience in a kerfuffle ...
www.gibblegibbet.com/ - Cached sample search result

The **description meta tag** won't influence rankings, but may show up as the search 'snippet' in search results, so write a good one that'll make people want to click. The **keywords meta tag** doesn't matter: Search engines ignore it. You should, too.

Use **external .css files and .js files** for style sheets and javascript. That will keep your HTML code super-clean and fast-loading. The entire GibbleGibbet.com home page is 85 lines of HTML code!

CSS frameworks can give you a huge head-start. I'm using the Blueprint CSS framework, which I love: [Blueprintcss.org](http://blueprintcss.org)

```
23 <div class="container">
24 <div class="span-22 last" style="text-align:right;margin-bottom:15px;"><a href="http://www.gibblegibbet.com/">GibbleGibbet</a>
25 <a href="contact.html">Contact</a> <a href="http://www.merriam-webster.com/dictionary/kerfuffle">Kerfuffle</a></div>
26 <h1>GibbleGibbet! Nonsense words take over the world!</h1>
27 <hr>
28 <h2 class="alt">Grammarians, Wheel of Fortune competitors in a panic.</h2>
29 <hr>
30
31 <div class="span-15 colborder">
32 <h3>Audience in a kerfuffle</h3>
33 <p>The <strong>GibbleGibbet virus</strong> is on the loose. Riots, championships, as three contestants used words that appeared in the dictionary, but made no sense. The words were <a href="http://www.merriam-webster.com/dictionary/kerfuffle">kerfuffle</a>, 'flabbergasted' and 'glomph'.</p>
34 <p>Referee Franklin Philton said the violence was sudden and shocking. "It was like a war broke out," said Philton, "One moment we were all happy word nerds. The next, we were in an MMA championship. Last year's champion was impaled on a letter rack. It was horrifying."</p>
```

Here's how the key phrase-rich link to the home page looks in HTML code.

Good **semantic markup** will make your page easier to maintain, cleaner and faster-loading. People argue it doesn't help SEO. So what? Do it anyway: Use `<h></h>` elements for headings, `<p>` elements for paragraphs and so on.

```
44 <div class="span-15 colborder">
45 <p>
46 </p>
47 <p><a href="http://www.portent.com" rel="nofollow">This is a nofollowed link</a>. The rest of this isn't a link at all, by the way. It's just text. The writer had nearly finished this section when he was attacked by 3 nonsense zombies. He managed to disable one with a stapler, but the other two dragged him into the basement. He hasn't been seen since.</p>
```

Always use a **descriptive, hyphenated image file name**. Always write a **descriptive ALT attribute**, preferably including your target key phrase.

This is what a nofollowed link looks like in HTML code. It's OK, here, because it links to another site. But I'd still leave out the nofollow. Only use nofollow if you're afraid the search engines might think you're selling links.

