My **Process** *for*

On-Page

SEO...

SWIPE →

Map &
Optimize

KEEP SWIPING →

Keyword Mapping

Map Keywords to Designated Pages on Each Website.

Map Keywords Like This:

Page	Keyword	URL
Home	Digital Marketing Services	https://www.thespearpoint.com/
Services - SEO	SEO Services	/seo/
Market - B2B SEO	B2B SEO Services	/b2b-seo/
Blog - SEO Category	B2B Keyword Research	/blog/b2b-keyword-research

KEEP SWIPING →

Meta + Backend

Optimize your meta data and the backend of the website

KEEP SWIPING →

Optimize Backend Like This:

Focus Keyword: *B2B SEO*
Meta Title: *B2B SEO Services & Free Resources...*
Meta Description*: Boost Your Business with Expert B2B SEO ...*
Slug: */b2b-seo/*

Also Include:
Featured Image with Alt Tag
Social Image
Excerpt

KEEP SWIPING →

Optimized Backend:

B2B SEO Services & Free Resources — SpearPoint

Boost Your Business with Expert B2B SEO Services & Access Valuable Free Resources. Elevate Your Online Presence Today!

KEEP SWIPING →

Optimize Content

Create content with keyword insertion, then optimize

Optimize Content Like This:

H1: *Include Focus Keyword*
H2: *1-2 Focus Keywords...Use Secondary Keywords*
Body*: 3+ Focus Keywords (depends on word count)*
Use PLENTY of Secondary Keywords

Also Include:
Internal Links
Outbound Links

KEEP SWIPING →

On-Page SEO Tools:

WordPress: SEO Yoast, Rank Math

Other Sites:
SEO Quake
SEMrush On Page SEO Checker
SE Ranking On-Page SEO Checker

KEEP SWIPING →

Optimize Images

Create or find awesome images that are relevant to the content - then optimize

Optimize Images Like This

Tips:
Add Suitable File Names
Choose the Right Image Format
Compress Images
Add Alt Text (1 Image with Focus Keyword)
Include Captions - Sometimes Links
Use a CDN
Ensure Mobile-Friendliness

KEEP SWIPING →

Image Tools

Tools:
Canva: Find Images or Create Images, Graphics, etc.
Optimizilla: Compress Images

KEEP SWIPING →

Last...

Last... Publish, Track, Refine & Re-Optimize

KEEP SWIPING →

Publish Then...

Track Keyword Rankings: Agency Analytics
Monitor Search Impressions: Google Search Console
Monitor Organic Traffic + Landing Page: G4 Analytics

Refine, Re-optimize based on performance.

KEEP SWIPING →

Next Step: Technical SEO

Coming Soon:
"My Process for Technical SEO"

KEEP SWIPING

Previous Steps:

What I do **BEFORE** Implementing a **SEO** *Strategy...*

SWIPE →

My **Process** *for* Keyword Research...

SWIPE →

Links in Comments

KEEP SWIPING →

Like My SEO Content?

Repost & Share

Follow Me &

ONE MORE

Is this helpful?

What would you add?

Questions?

COMMENT BELOW