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Start your own SEO agency in less than Rs. 1000 a month

SEO has 3 major categories

- 1) Technical SEO
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- 3) Offpage SEO

Technical SEO

Main performance issues and few technical requirements needed to be fulfilled in this.

Checklist:

- I. Indexing with Search console
- II. Google Analytics linking
- III. SSL
- IV. Sitemap
- V. Robots.txt
- VI. CSS Minification
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On-Page Optimization/Content SEO

Main part of SEO is on-page optimization because the content indeed is the king, so it should meet all the requirements.

Checklist:

- I. Title tags
- II. Meta Description
- III. Image alt tags
- IV. Headings on all pages
- V. Open graph
- VI. Content on pages
- VII. URLs
- VIII. canonicalization
- IX. Internal n external linking

Technical SEO Steps

Indexing with Search console

Google Analytics linking

SSL

Robots.txt

For all four steps read the article given here

<https://www.computerservicesolutions.in/index.php/technical-seo-what-are-the-technical-requirements-for-seo/>

Sitemap

For sitemap, we use a plugin named **Google XML Sitemaps**

You have a choice of what you want to include in your sitemap. It is recommended to include all pages, default post types in the sitemap. Custom post should only be included when all of them have atleast 450 words of content in them with some linking and alt tags on images implemented. For our case, content is given by the client so all post may not have content of 450 pages like Promoters or management.

Sitemap Content

WordPress standard content:

- Include homepage
- Include posts
- Include static pages
- Include categories
- Include archives
- Include author pages
- Include tag pages

Custom taxonomies:

- Include taxonomy pages for Portfolio Categories
- Include taxonomy pages for Portfolio Tags
- Include taxonomy pages for Carousel Category

Custom post types:

- Include custom post type Portfolio Items
- Include custom post type WP Client Logo
- Include custom post type In The News
- Include custom post type Promoters
- Include custom post type Press Release
- Include custom post type Leadership
- Include custom post type Business
- Include custom post type Events
- Include custom post type Sugar Gallery

Once done, please clear the cache and after half an hour check for any sitemap checker online to check if it is available. Or you can directly click on the url given on dashboard of plugin

The URL to your sitemap index file is:

<https://www.dalmiasugar.com/sitemap.xml>.

Search engines haven't been notified yet. Write a post to let them know about your sitemap.

To notify search engines, we need to update on search console with the url and also mention this url in the robot.txt file on Google search console.

CSS Minification

JS Minification

Remove unused CSS

Remove unused JS

To implement minification and code reduction, we have many plugins, but the challenge is finding a plugin which is not breaking the site.

Every website uses different classes and designs and it is the reason why we can not have a same plugin for all websites, It is a sort of hit n try process so take a backup before this and in some cases, we can only minify and reduce CSS, JS can not be touched.

Plugins recommended:

1. AutoOptimize
2. WP Super Minify
3. WP Rocket
4. Fast Velocity Minify
5. WP Total Cache

6. Hummingbird
7. WP Fastest cache

In “Client website”, Fast velocity minify is working for CSS Minification, it was also working with JS Minification but after the last update, js minification is breaking the site. So we are only doing CSS Minification and font request preloading through this plugin.

Functionality	<p>The HTML minification is ON by default, but you can:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Admin Bar Purge [If selected, a new option to purge FVM cache from the admin bar will show up] <input type="checkbox"/> Preserve Settings [If selected, all FVM settings will be preserved, even if you uninstall the plugin] <input checked="" type="checkbox"/> Fix Page Editors [Will disable merging of JS and CSS for logged in users, to improve compatibility with visual editors]
URL Options	<p>You may need to force http or https, for some CDN plugins to work:</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> Auto Detect <input type="radio"/> Force HTTP urls (if you don't have SSL) <input type="radio"/> Force HTTPS urls (recommended if you have SSL)
HTML Options	<p>The HTML minification is ON by default, but you can:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Disable HTML Minification [This will disable HTML minification] <input type="checkbox"/> Strip HTML comments [Only works with the default HTML minification, but note that some plugins need HTML comments to work properly] <input checked="" type="checkbox"/> Cleanup Header [Remove resource hints, generator tag, shortlinks, manifest link, etc]

Font Options	<p>The default options are usually good for performance.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Stop removing Emojis and smileys [If selected, Emojis will be left alone and won't be removed from wordpress] <input checked="" type="checkbox"/> Disable Google Fonts merging [If selected, Google Fonts will no longer be merged into one request] <input type="checkbox"/> Remove Google Fonts completely [If selected, all enqueued Google Fonts will be removed from the site]
Google Fonts	<p>Choose how to include Google Fonts on your pages, when available:</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> Inline Google Fonts CSS [Will inline the <u>woof</u> format only (with font hinting)] <input type="radio"/> Async Google Fonts CSS files [Will use <u>preload</u> with <u>LoadCSS</u> polyfill] <input type="radio"/> Async and exclude Google Fonts CSS from PSI [Will use JavaScript to load the fonts conditionally]
Font Awesome	<p>Only if available and if it has "font-awesome" in the url:</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> Merge or Inline Font Awesome CSS [Depends on if you have the Inline CSS option enabled or not] <input type="radio"/> Async Font Awesome CSS file [Will use <u>preload</u> with <u>LoadCSS</u> polyfill] <input type="radio"/> Async and exclude Font Awesome CSS from PSI [Will use JavaScript to load the fonts conditionally]

CSS Options	<p>It's recommended that you Inline all CSS files, if they are small enough.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Disable CSS processing [If selected, this plugin will ignore CSS files completely] <input type="checkbox"/> Disable minification on CSS files [If selected, CSS files will be merged but not minified] <input checked="" type="checkbox"/> Preserve the order of CSS files [If selected, you will have better CSS compatibility when merging but possibly more CSS files] <input checked="" type="checkbox"/> Disable the "Print" related stylesheets [If selected, CSS files of mediatype "print" will be removed from the site] <input checked="" type="checkbox"/> Inline CSS in the footer [If selected, any FVM generated CSS files in the footer, will be inlined] <input checked="" type="checkbox"/> Inline CSS both in the header and footer [If selected, any FVM generated CSS files (header + footer) will be inlined]
JavaScript Options	<p>Try to disable minification (and purge the cache) first, if you have trouble with JavaScript in the frontend.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Disable JavaScript processing [If selected, this plugin will ignore JS files completely] <input type="checkbox"/> Disable minification on JS files [If selected, JS files will be merged but not minified]
Render-blocking JS	<p>Some themes and plugins "need" render blocking scripts to work, so please take a look at the dev console for errors.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Enable defer parsing of FVM JS files globally [Not all browsers, themes or plugins support this. Beware of broken functionality and design] <input checked="" type="checkbox"/> Skip deferring the jQuery library [Will probably fix "undefined jQuery" errors on the Google Chrome console log] <input type="checkbox"/> Skip deferring JS on the login page [If selected, will disable JS deferring on your login page] <input type="checkbox"/> Skip deferring the ignore list [If selected, files on the blacklist, ignore list, etc. won't be deferred]
PageSpeed Settings	<p>Note that this will overwrite any other behaviour defined above and "may" cause errors.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Enable defer of all JS files for PSI only [Will use JavaScript to defer all JS files for PSI] <input type="checkbox"/> Exclude JS files in the "ignore list" from PSI [This will hide the "ignored files" from PSI instead of simply deferring]

<https://technumero.com/minify-javascript-and-css/>

CDN

Content delivery network is something that depend if required by client or not. In our cases with “client website”, we aren’t using this as it is a paid service. Although if needed, we can use Cloudflare or Sucuri CDNs and walkthroughs are available on their website

<https://www.hostinger.in/tutorials/how-to-setup-cloudflare-for-wordpress>

<https://geekflare.com/sucuri-setup-guide-wordpress/>

GZIP Compression

Issue with highest priority according to gtmatrix as it reduces the page size by compression. Can be done manually as well as via plugins like Hummingbird or Enable GZip compression




GZIP Compression



Hummingbird

- Dashboard
- Performance Test
- Caching
- Gzip Compression**
- Asset Optimization
- Advanced Tools
- Uptime
- Settings
- Hummingbird Pro

i Gzip compression is currently active. Good job!

File type	Current status
 HTML	Active
 JavaScript	Active
 CSS	Active

Enable compression

Follow the instructions to activate GZip compression for this website.

i Automatic .htaccess rules have been applied.

DEACTIVATE

Or to do it manually, put this code in htaccess for apache servers:

<https://www.giftofspeed.com/enable-gzip-compression/>

Page caching & Browser caching

We can use the plugins for caching or even do it manually. For now in “Client website”, page caching is working but browser caching is not working from server side. But how to do it? We can use hummingbird or WP Total Cache for caching as well

i Page caching is currently active.

Expiry Time

Please choose your desired expiry time. Google recommends 1 year as a good benchmark.

All file types

Individual file types

JavaScript, CSS, Media, Images

1 year

Setup

Follow the instructions provided to enable browser caching.

AUTOMATIC

MANUAL

Hummingbird can automatically apply browser caching for Apache servers by writing your .htaccess file. Alternately, switch to Manual to apply these rules yourself.

ACTIVATE

Or for manual, insert code in htaccess

```
<IfModule mod_expires.c>
ExpiresActive On
ExpiresDefault Ao

<FilesMatch "\.(txt|xml|js)$">
ExpiresDefault A31536000
</FilesMatch>

<FilesMatch "\.(css)$">
ExpiresDefault A31536000
</FilesMatch>

<FilesMatch
"\.(flv|ico|pdf|avi|mov|ppt|doc|mp3|wmv|wav|mp4|m4v|ogg|webm|aac|eot|ttf|otf|woff|svg)$"
>
ExpiresDefault A31536000
</FilesMatch>

<FilesMatch "\.(jpg|jpeg|png|gif|swf|webp)$">
ExpiresDefault A31536000
</FilesMatch>
</IfModule>

<IfModule mod_headers.c>
<FilesMatch "\.(txt|xml|js)$">
```



```

Header set Cache-Control "max-age=31536000"
</FilesMatch>

<FilesMatch "\.(css)$">
Header set Cache-Control "max-age=31536000"
</FilesMatch>

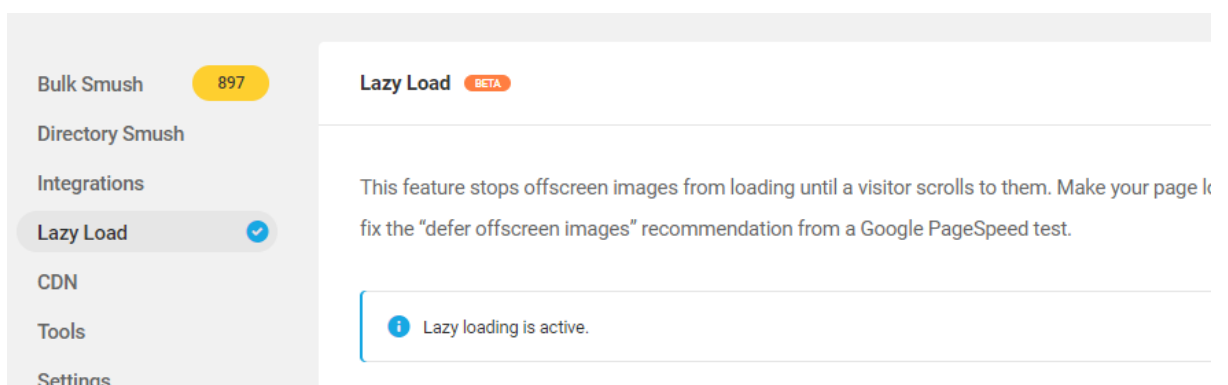
<FilesMatch
"\.(flv|ico|pdf|avi|mov|ppt|doc|mp3|wmv|wav|mp4|m4v|ogg|webm|aac|eot|ttf|otf|woff|svg)$"
>
Header set Cache-Control "max-age=31536000"
</FilesMatch>

<FilesMatch "\.(jpg|jpeg|png|gif|swf|webp)$">
Header set Cache-Control "max-age=31536000"
</FilesMatch>
</IfModule>

```

Image optimization has 3 steps:

1. No png should exist on website, if image is transparent and PNG is compulsory, compress it from any online tool
2. Many JPGs needed to be compressed, use the compressed versions of them
3. Only use placeholder size images and to check if placeholder size is correct, use smush plugin or Check on GT Metrix, it will audit your website and point out the improperly resized image. Just resize and replace them.
<https://yoast.com/image-seo/>
4. Lazyloading: to do this, use smush plugin

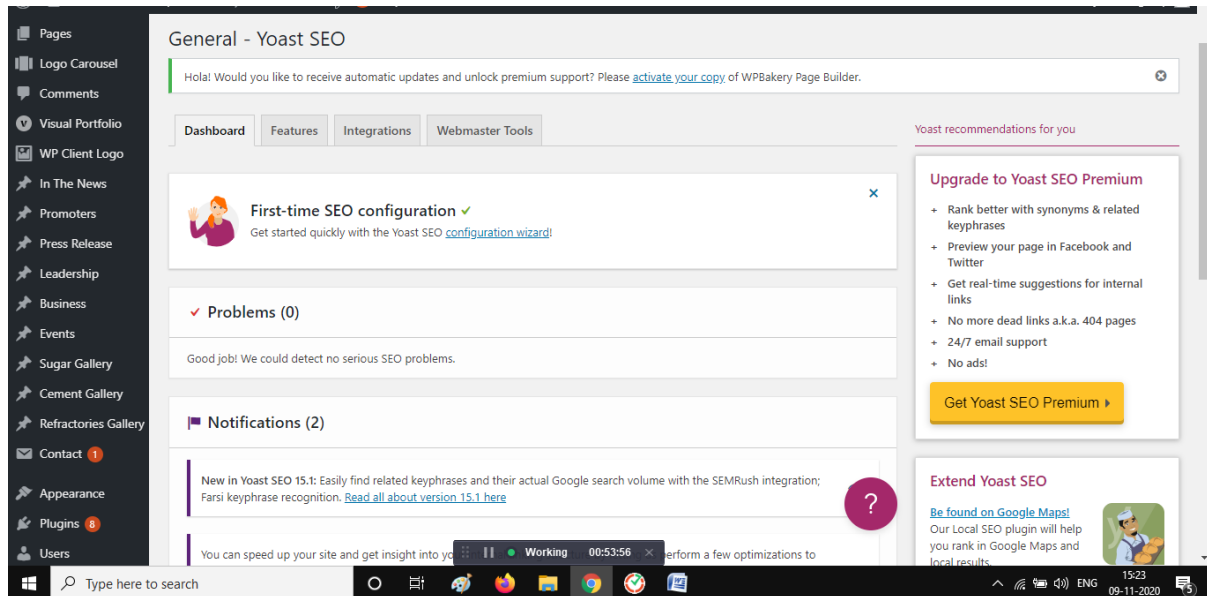


Content Optimization or Onpage optimization

Keyword research complete tutorial here

<https://www.computerservicesolutions.in/index.php/how-to-do-keyword-research-how-to-use-google-keyword-planner/>

We will be using Yoast plugin for most of the issues

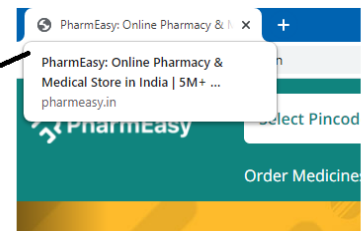


Title tag

Page title can be same as page name or different from it. Example:

[PharmEasy: Online Pharmacy & Medical Store in India | 5M+ ...](#)
PharmEasy is one of India's most trusted online pharmacy & medical stores offering medicines and healthcare products at a FLAT 18% OFF*. Used by 5M+ ...

Title



Keep it around 55-60 characters. You can have brand keywords in it and page names.

Steps:

1. Go to any page.
2. Scroll and write a title.
3. Save

SEO title

Insert variable

Fit [] Wellness Program [] at Group

Meta Description

Use brand keywords, check competitors Meta desc
Write your own of length between 130-158 characters

1. Go to any page.
2. Scroll and write a meta description.
3. Save

Meta description

Insert variable

Group was founded by Shri in 1939 & is leading
Cement, Sugar & Refractory sectors in India.

Image alt tags

File name: thebest-cement-company-in-India.jpg
File type: image/jpeg
Uploaded on: November 4, 2020
File size: 81 KB
Dimensions: 1536 by 864 pixels

Alternative Text
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

If images are dynamically called, insert the alt tag here or if called from code, It tags needed to be inserted via code with image

URLs

Do not include underscores or numbers in url, keep them short, precise and have a keyword in them whenever possible.

To edit or optimise URLs according to your needs, just go to any post or page, scroll down and

Slug

current-openings

Headings

The headings were the major issue in our websites. According to Google guidelines, every page must have only one h1 tag but in case of our websites, Either the page don't have any h1 or it is having 4-8 H1s. There is a proper hierarchy for the use of headings.

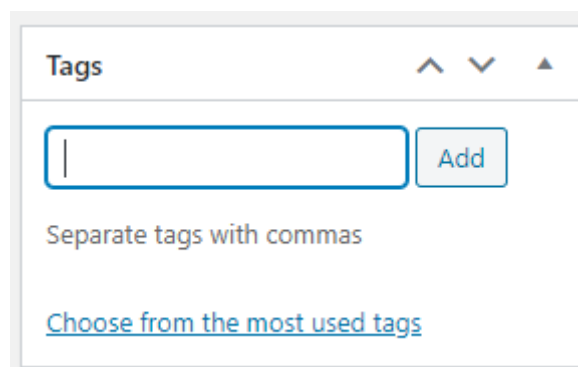
H1>H2>H3>H4>H5>H6. One h1, other important headings can be h2 their sub headings can either be h3 or even h4 but in first 300 words, it is recommended to use h3 over h4.

Siteguru has around 6-10% weightage per page for headings

Content

SEO or marketing is successful only when the content has some value, To get ranked better even after having some performance issues or SEO issues

- Minimum 400 words per page
- Good mix of Relatable keywords
- 150 words limit per paragraph
- After every 300 words, there should be a new sub heading
- Sentences length should be less than 18 words
- Use active voice



- Use tags for every post

All guidelines here

<https://yoast.com/seo-copywriting-checklist/>

Internal Linking

Each and every page or post of a website should have some internal links to the related pages

See here

<https://yoast.com/internal-linking-for-seo-why-and-how/>

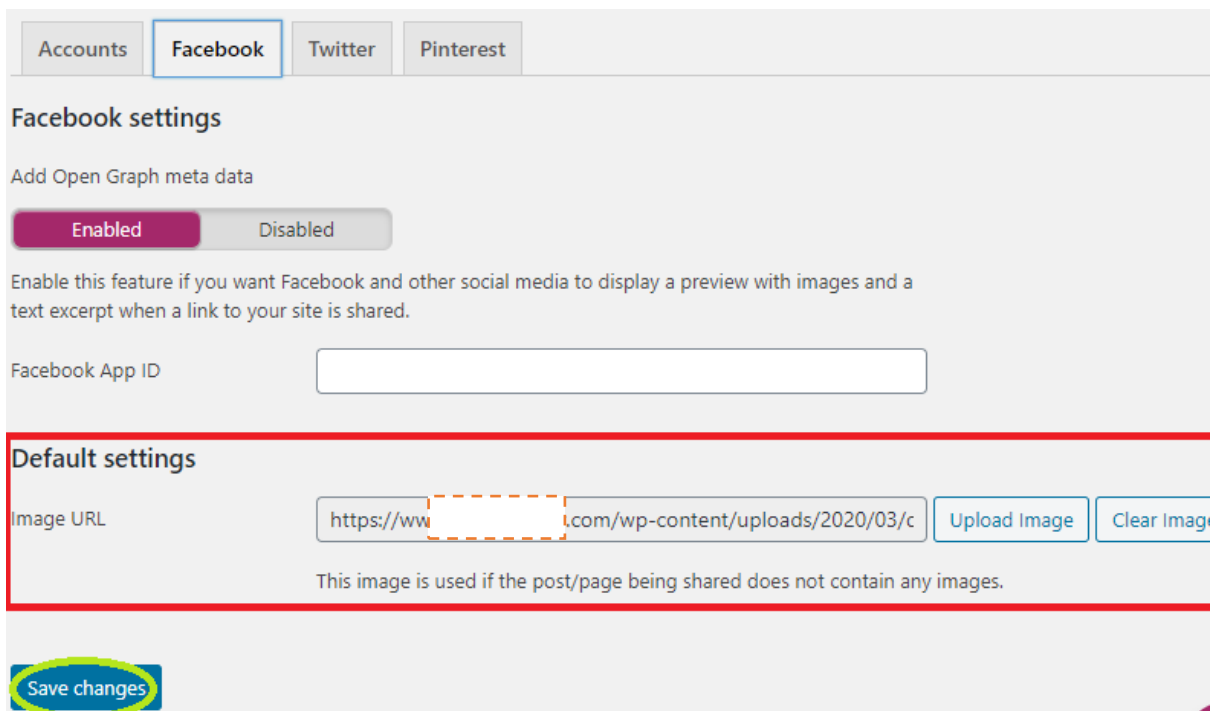
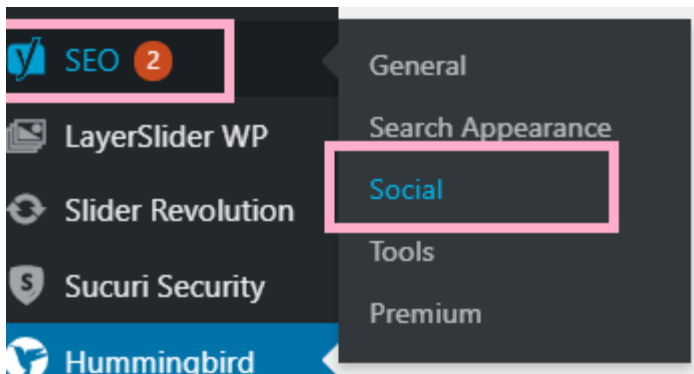
While linking the content and website, do not use redirection via 301 or 302, in websites we have done this and now it is costing us to an extent where we can

not roll back. Siteguru has issues on almost 90% pages for redirects. It is costing us by around 8-12% on siteguru

Open graph

Open Graph is a protocol that allows developers to control what content is shown when their websites are linked on Facebook or another social media platform. If you lack these tags, then there's a good chance that an unrelated image will appear when your website is shared, or the description will be inaccurate

To implement this, we can use yoast in WordPress



<https://yoast.com/help/getting-open-graph-for-your-articles/>

Tools we are using:

1. GT Metrix
2. Siteguru

3. Google Page Speed
4. DR. Link checker
5. Monkeytest

1. GT Metrix recommendation and issues are already covered above. When it comes to 2 most important issues
 - a. Gzip compression
 - b. Cache
<https://kinsta.com/blog/gtmetrix-speed-test/>
2. Siteguru: Again siteguru issues to been discussed above but there is something about siteguru, it is that it does not always show accurate results for not submitted sitemap websites, each time you scan it will show different no. of pages everytime, So scan only once a day. About half an hour later, after clearing the cache.
3. Google-pagespeed insight: With bootstrapped wordpress, mobile score will always be low for most websites.
4. Dr. Link checker for broken links
5. Monkeytest: It will mostly give you js errors for api which are not actually errors but defined by third parties intentionally like or youtube. But also it will tell you page weight related things, which can also be there in GTMetrix.

OffPage SEO

Role of offpage SEO is to build trust and authority of website in eyes of google on various terms and their contexts.

Since this is a completely different topic, we will include this in next edition of the book but in this we will list the checklist of activities to implement Offpage SEO.

1. Directory Submission
2. Social Bookmarking
3. Profile submission
4. Question and Answers
5. Press Release
6. Citations
7. Infographic submission
8. Social signals
9. Video submission
10. Article submission
11. PDF submission

Start your own SEO agency in less than Rs. 1000 a month

<https://www.computerservicesolutions.in/how-to-start-seo-agency-in-less-than-rs-999-a-month/>