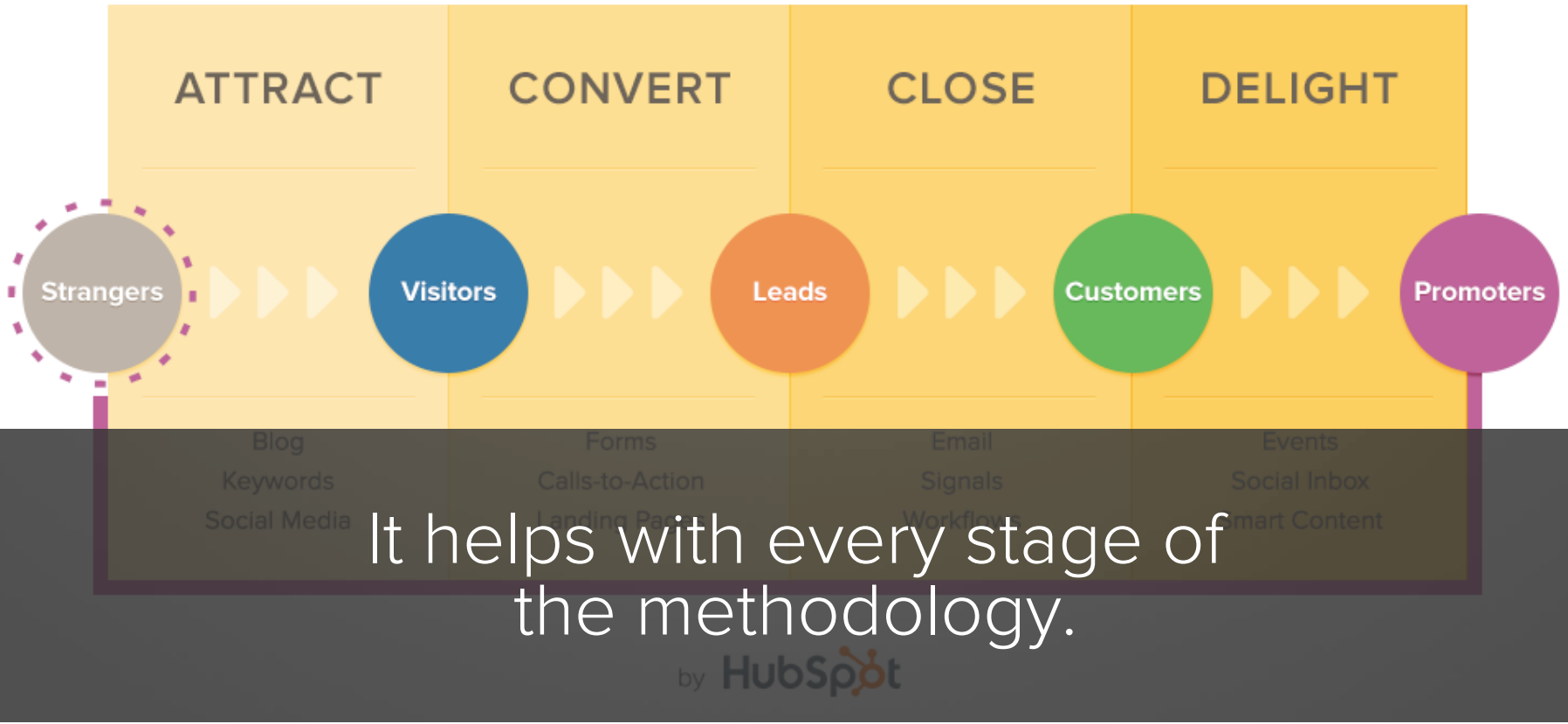
WHY WE NEED TO OPTIMIZE AND ANALYZE WEBSITE PAGES.

First, what does website optimization mean?

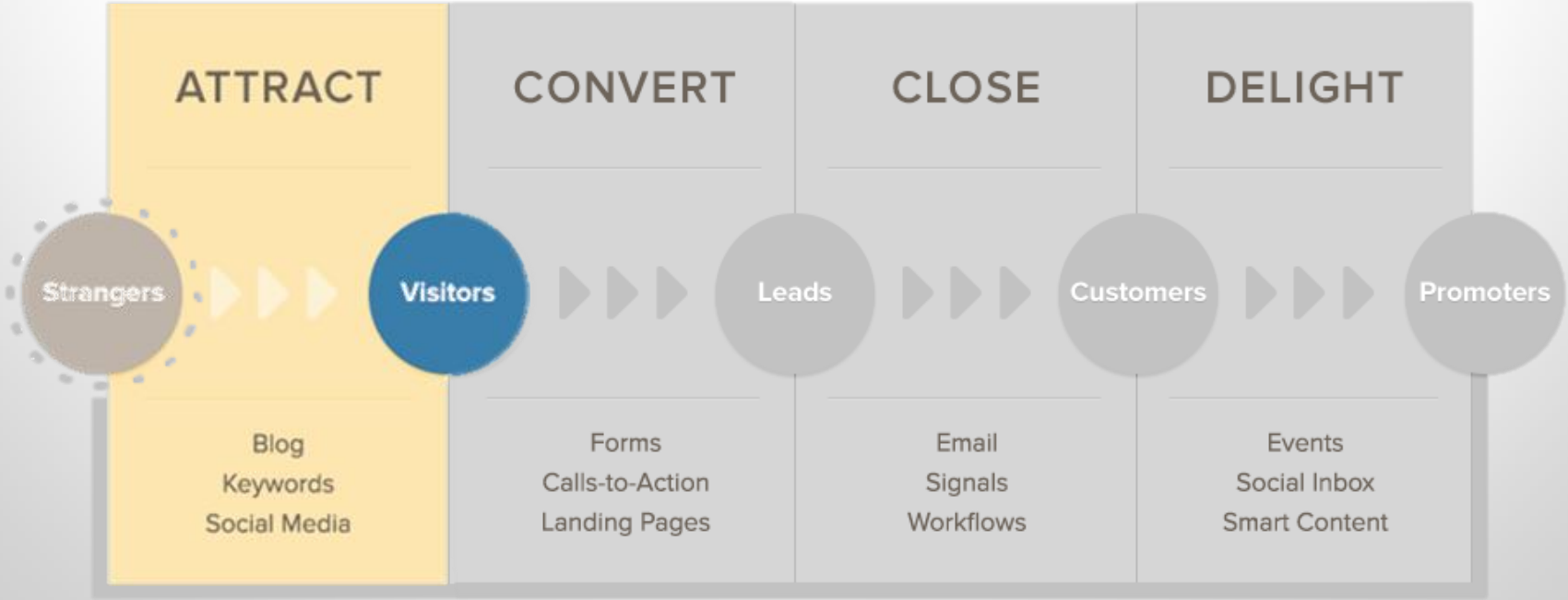
Website Optimization:
An act, process, or methodology of making your website as fully perfect, functional, or effective as possible.

At its core, website optimization is simply about setting your site up for success.



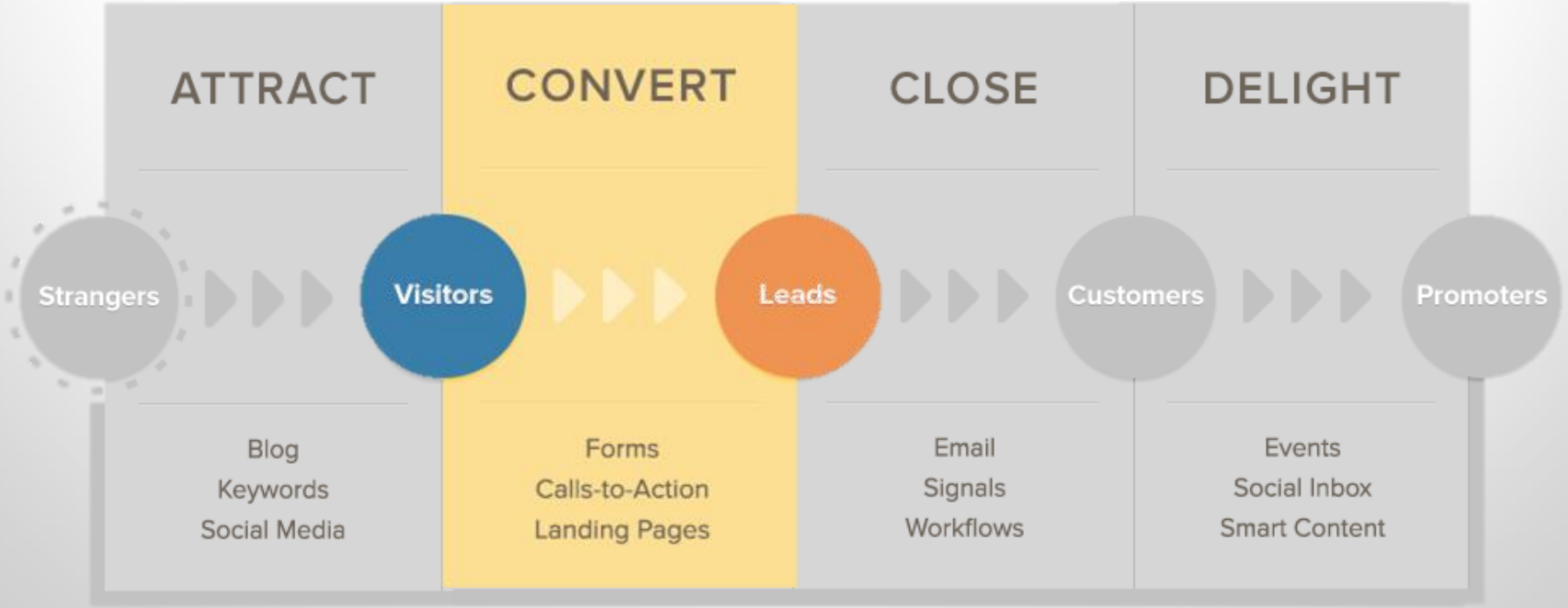
It helps with every stage of the methodology.

Inbound Methodology



by HubSpot

Inbound Methodology



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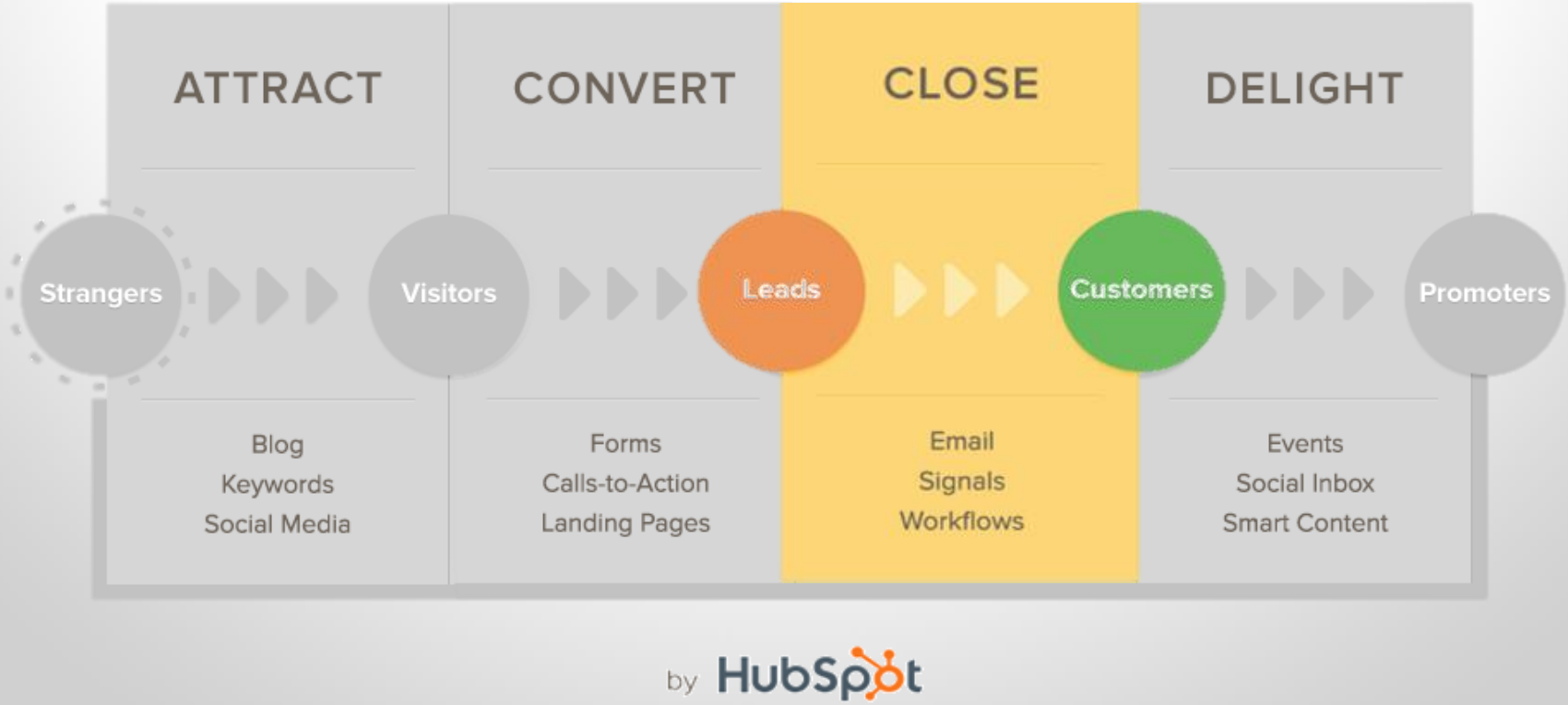
Inbound Methodology



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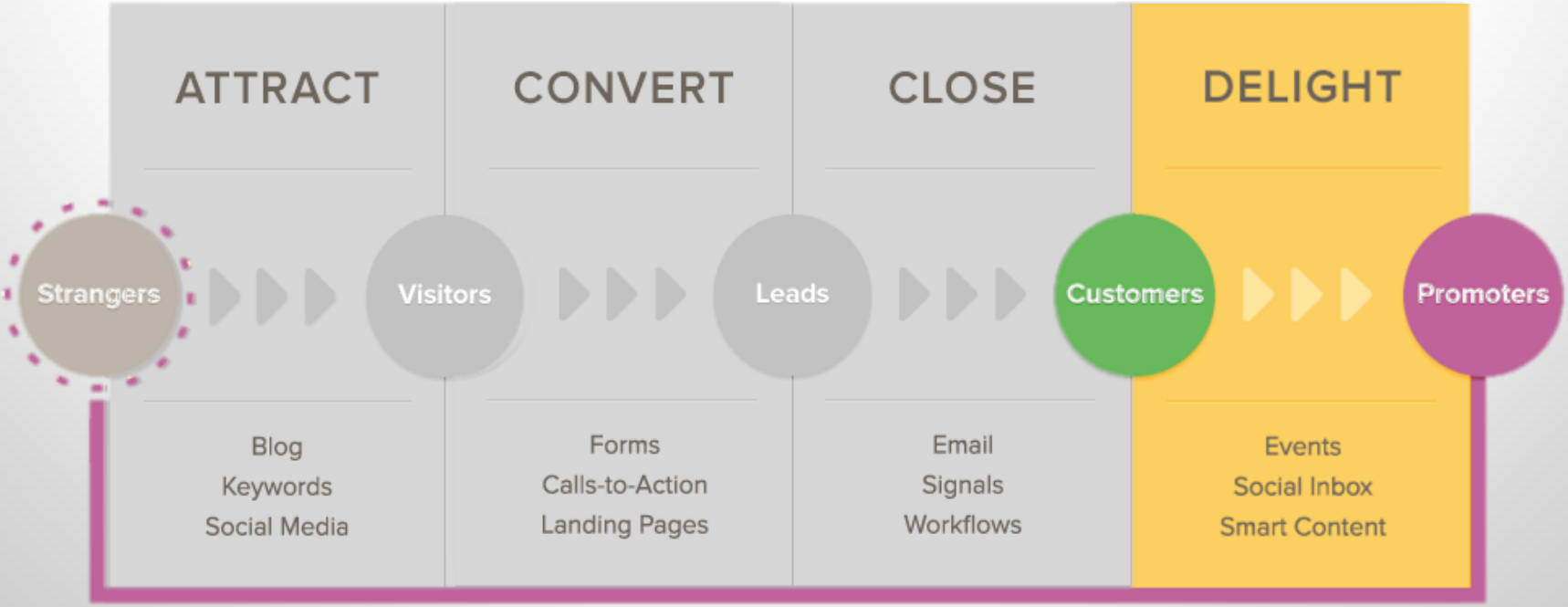

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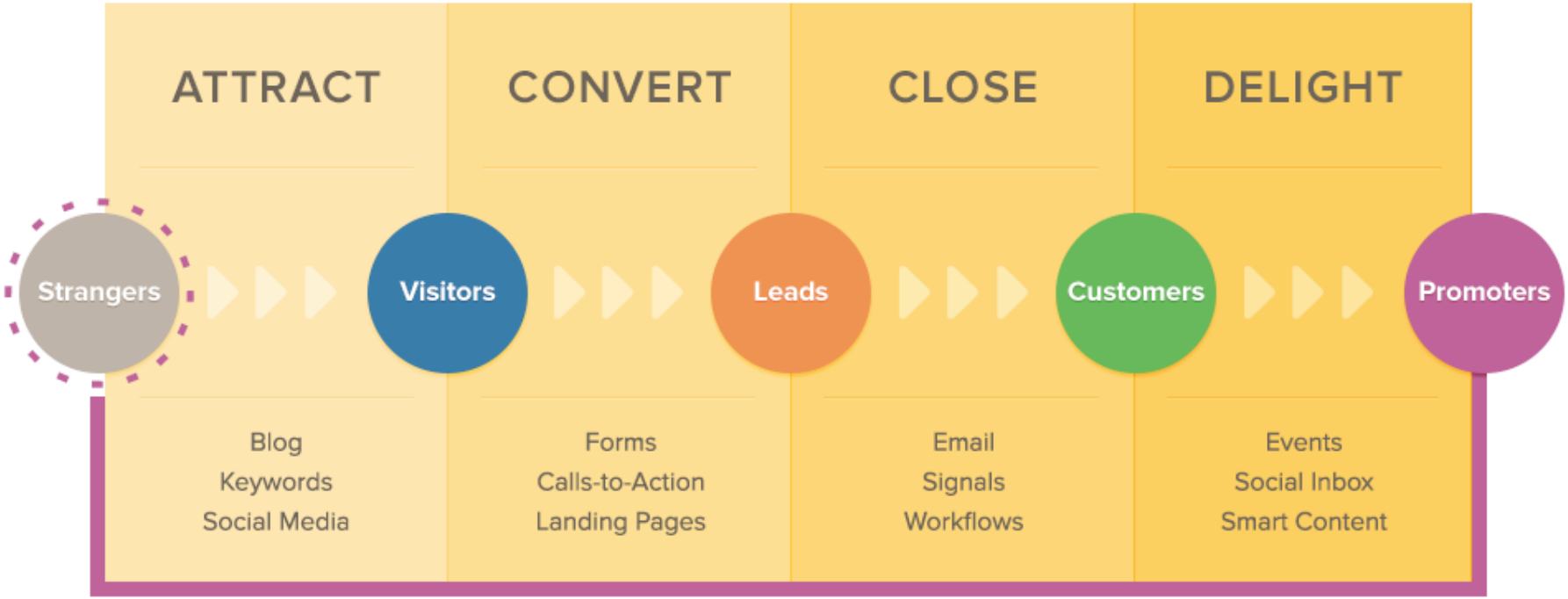

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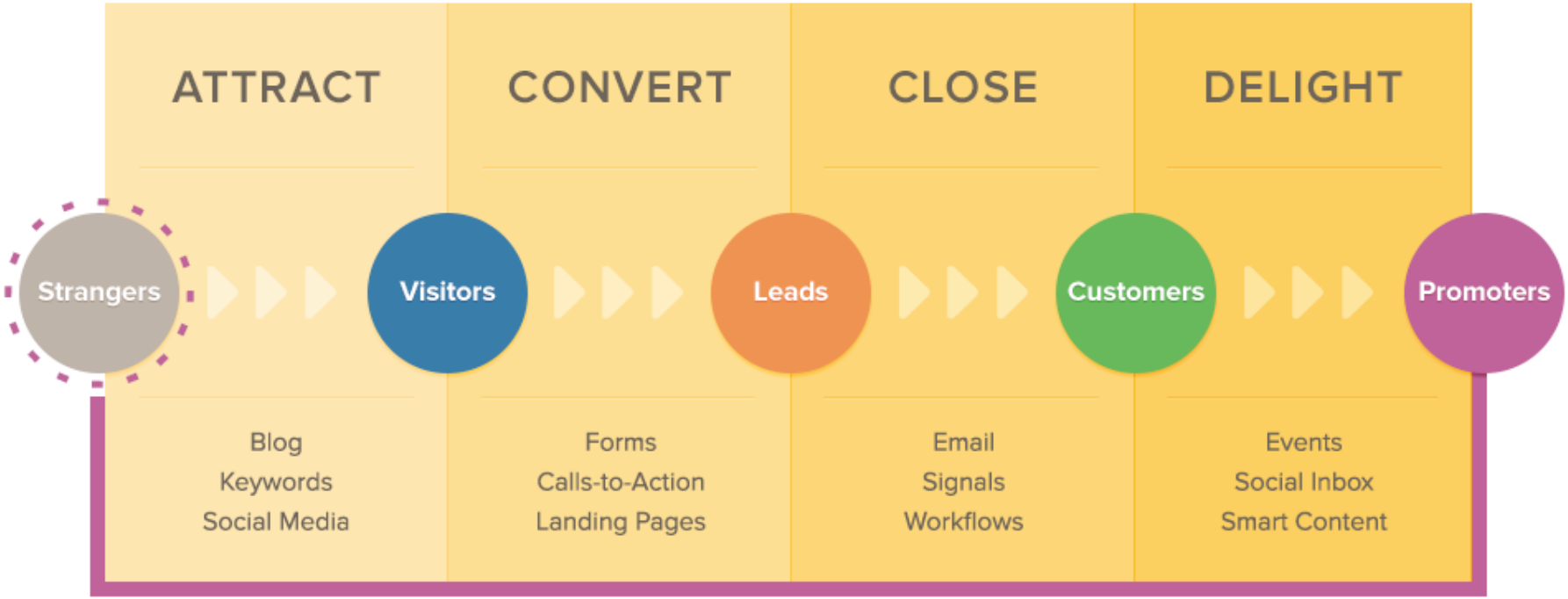


by HubSpot

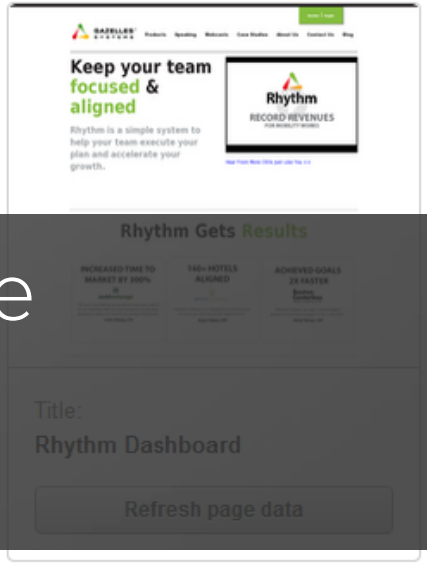
Page Performance

Tutorial

10,805		159	574
Total Views	Total Views	Keywords	Inbound Links

All Pages | This month to date | Search...

Page	Views	CTA %	Keywords	Links
Rhythm Dashboard http://www.gazellessystems.com/rhythm-dashboard-coaching-and-software	888	0.55%	0	20
5 Simple Steps to Create Useful KPI's http://www.gazellessystems.com/blog/bid/130925/5-simple-steps-to-create-useful-kpi-s	554	4.83%	4	6
Free WebcastRegistration - Build Awesome KPIs and Dashboards http://connect.gazellessystems.com/free-webcast-registration-build-awesome-kpis-and-dashboards	464			
Classic BHAG Examples http://www.gazellessystems.com/blog/bid/152192/classic-bhag-examples	416	1.81%	7	4



HubSpot's Page Performance tool puts immediate action into analytics.

HOW TO MAINTAIN HIGH PERFORMING PAGES.

BEST PRACTICES FOR WEBSITE PAGE PERFORMANCE OPTIMIZATION

- [x] On-page SEO techniques
- [x] Off-page SEO techniques
- [x] Social media sharing techniques
- [x] Call-to-action click-throughs

But first:
One thing to remember is, each page on your website serves a different purpose.

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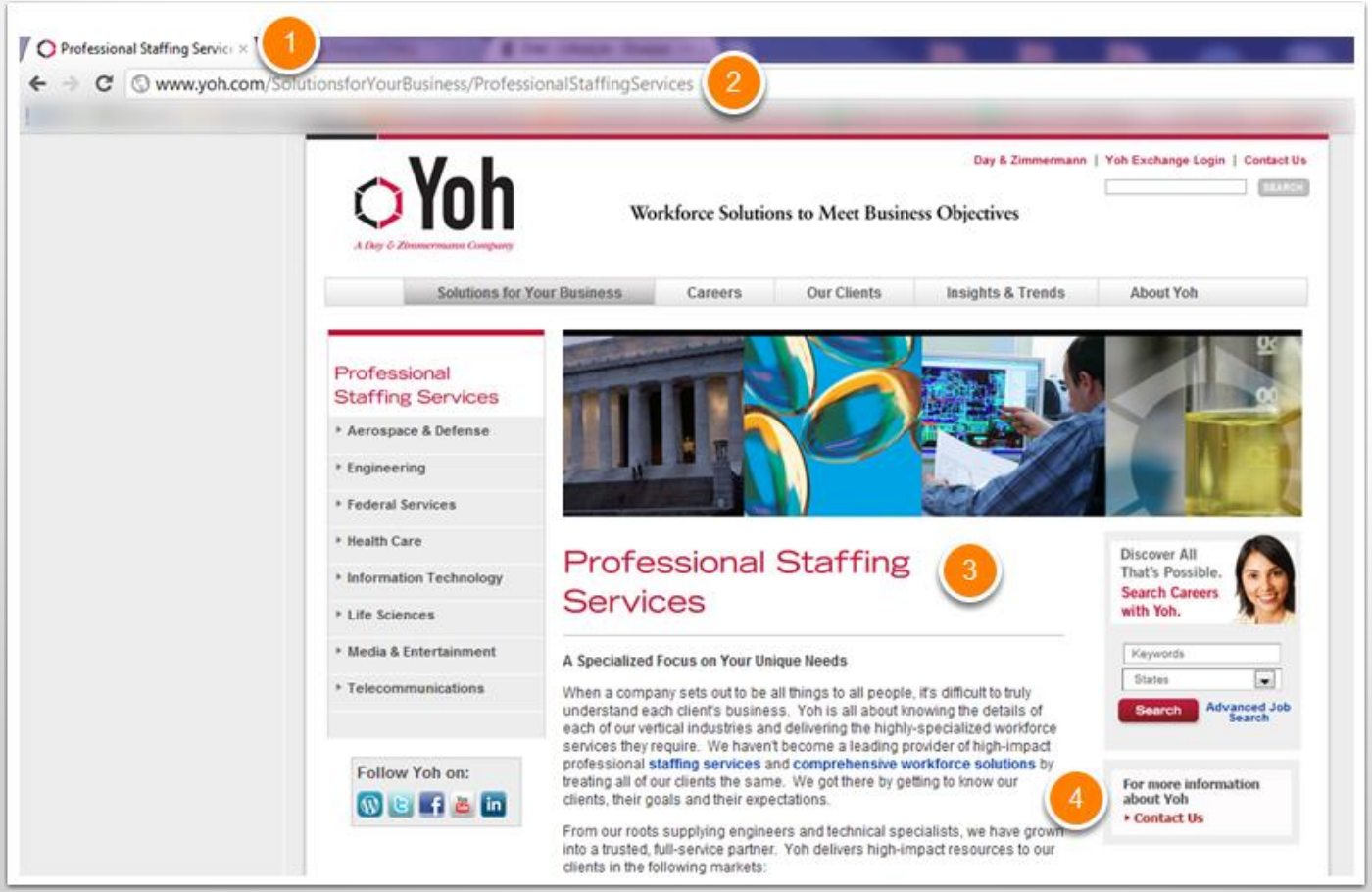
Important On-Page SEO Elements

- Page URL
- Page Titles
- Page Headers
- Content (Body)
- Meta Description

On-Page SEO Elements



1 Page title

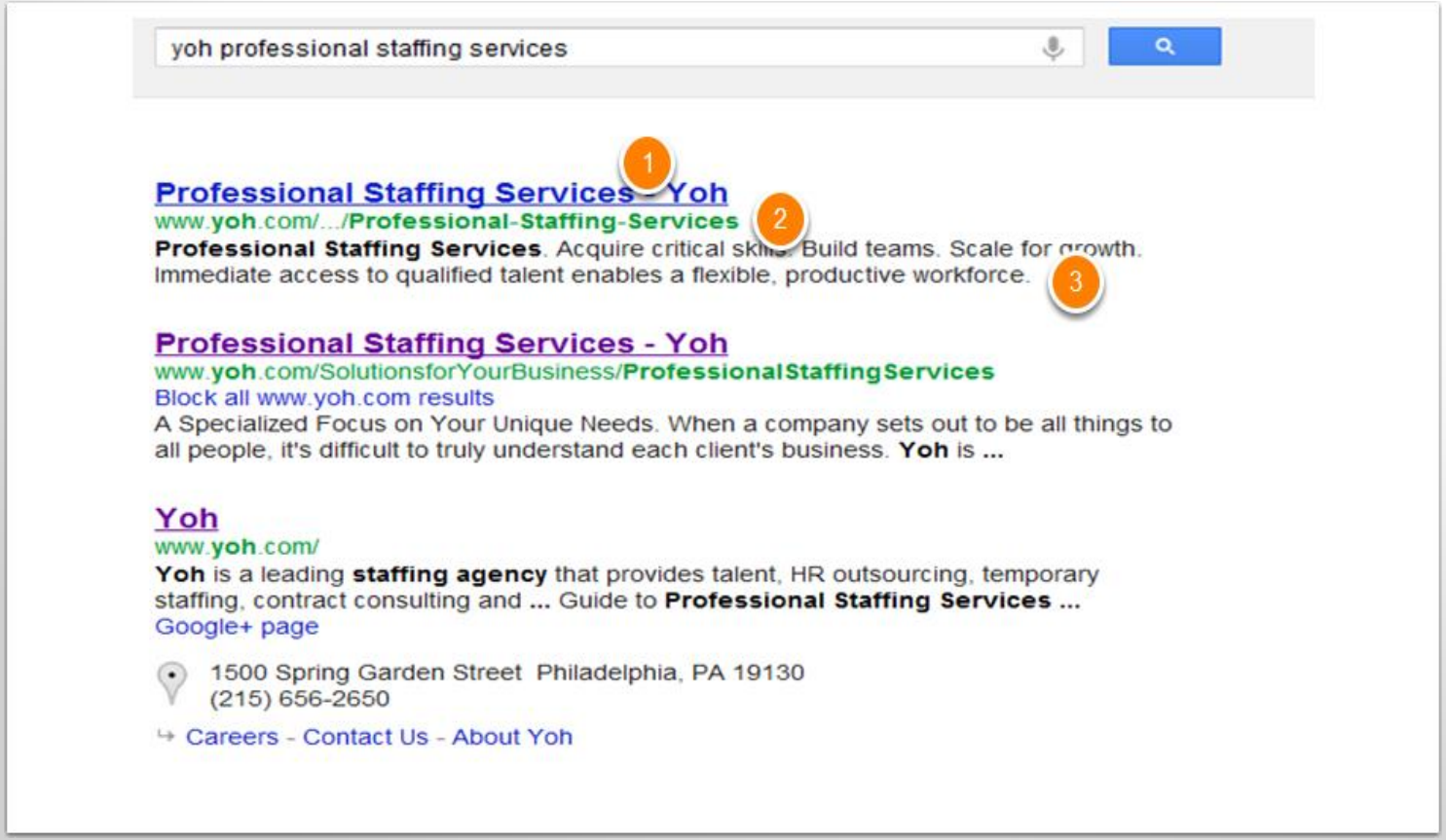
2 URL

3 Header Tag

4 Body Content

www.yoh.com/SolutionsforYourBusiness/Professional-Staffing-Services

On-Page SEO Elements



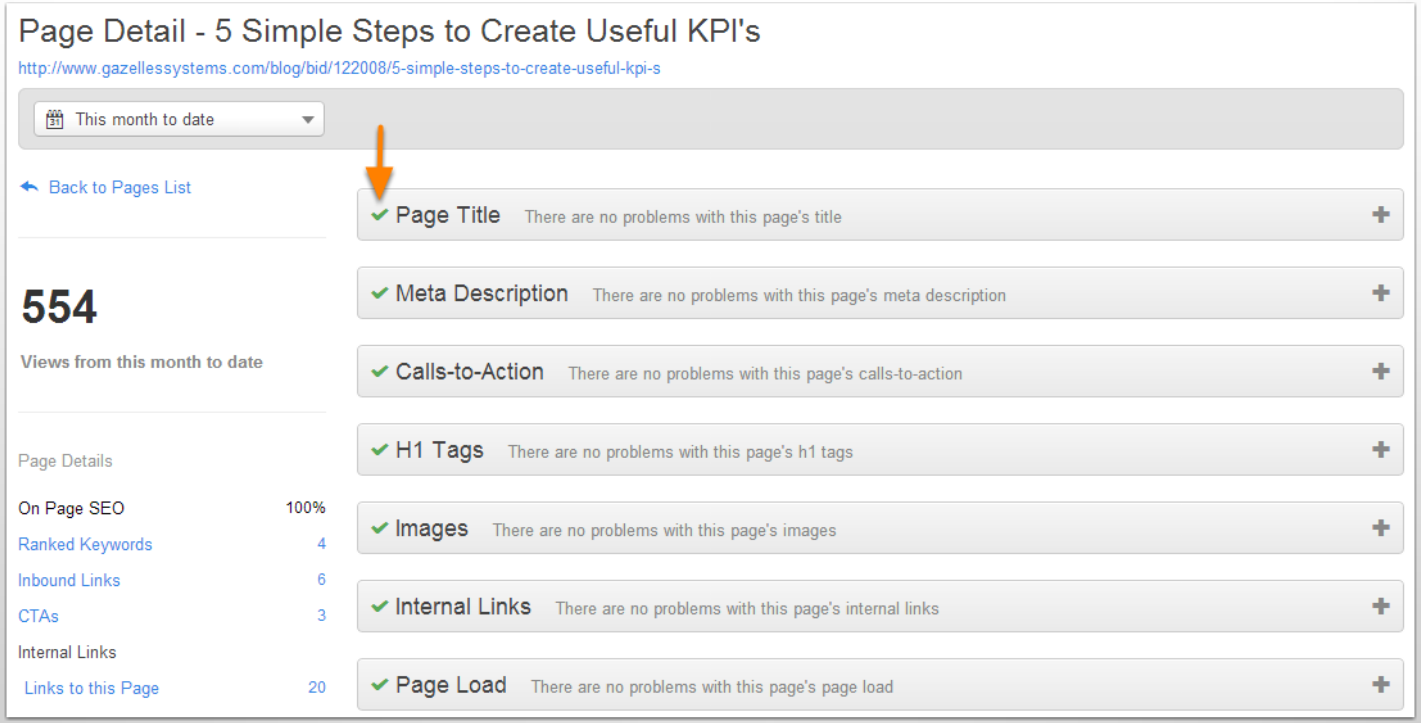
1 Page title

2 URL

3 Meta Description

Easily use the tool as your On-Page SEO **Checklist**

Green checkmarks indicate your website page is optimized



PROTIP:

Page load speed impacts your rank. You want your website page to load in less than 1.5 seconds.

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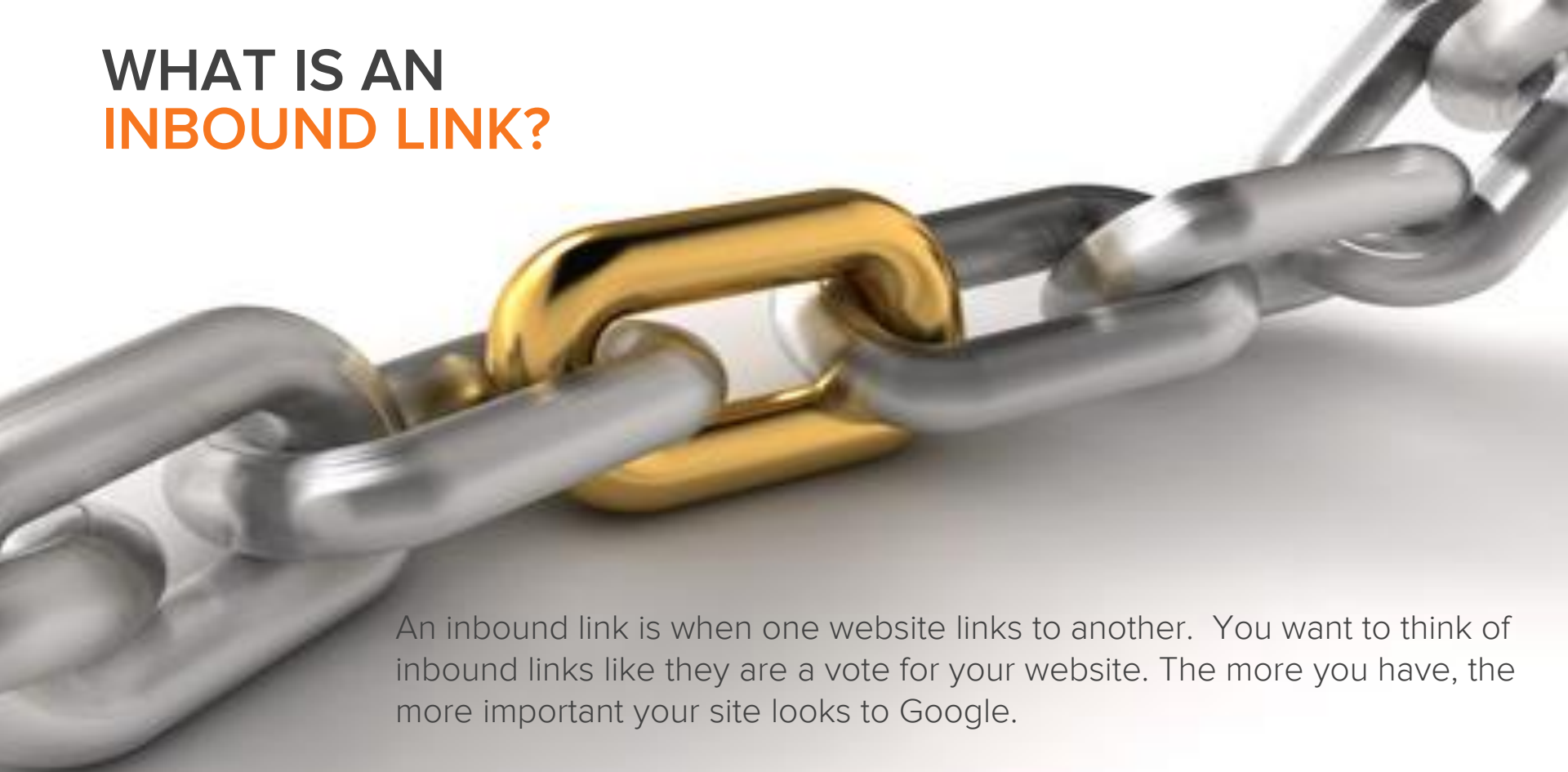
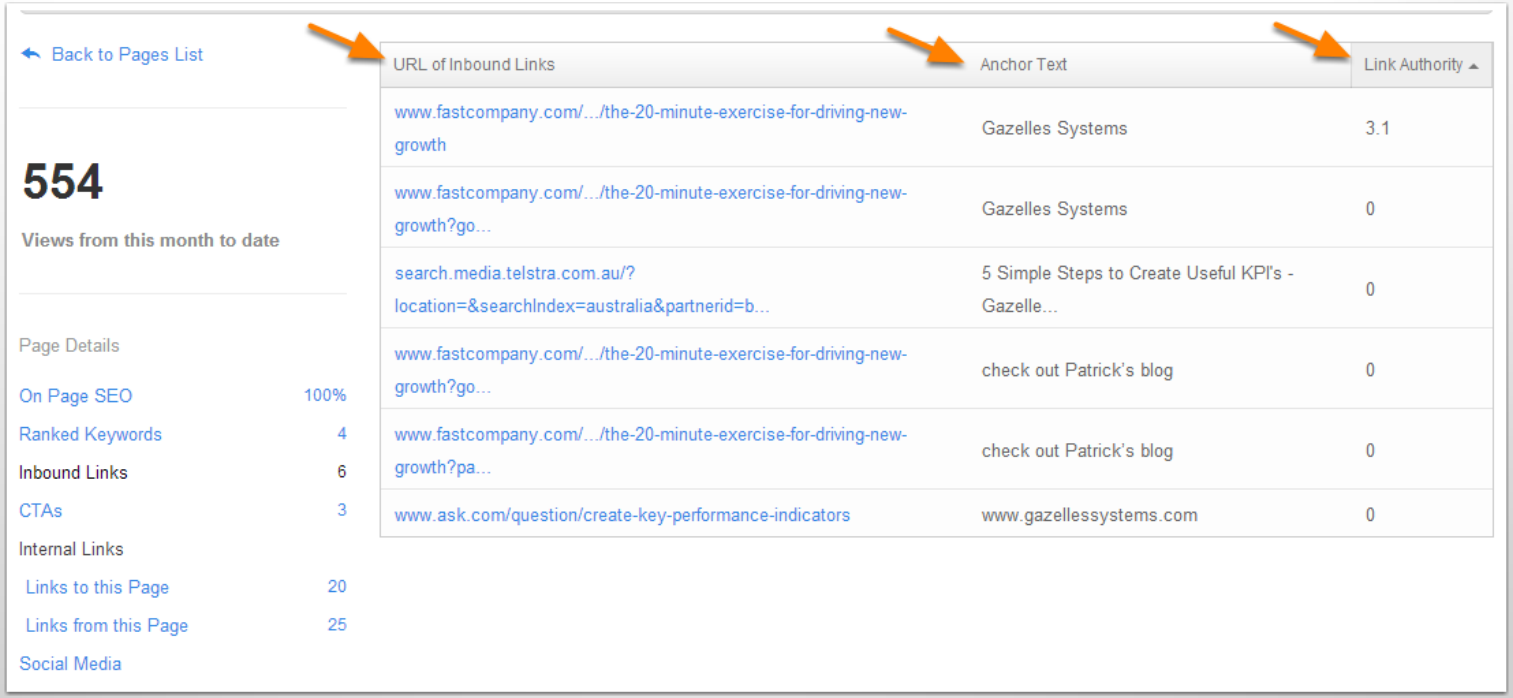
WHAT IS AN INBOUND LINK?



An inbound link is when one website links to another. You want to think of inbound links like they are a vote for your website. The more you have, the more important your site looks to Google.

Search engines give a lot of weight to inbound links. The more links you have, the more **authority you have to the search engines.**

Using the tool you can see the URL pointing back to your page, the anchor text, and the **link authority**



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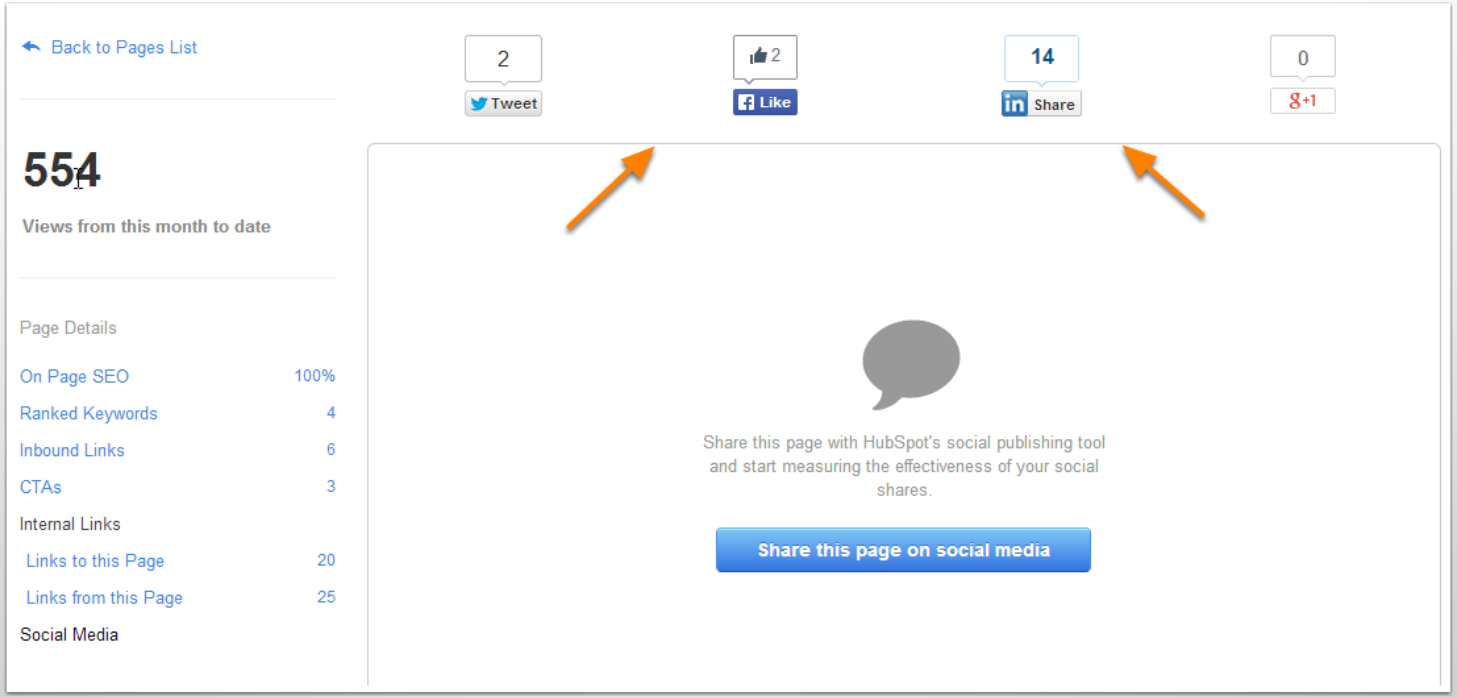
If it's remarkable content, **it will be shared.**

You want to add share icons to pages you want to have shared – like educational content.
A good link-building strategy will back up a social sharing strategy.

Easily keep track of how many people are sharing your **content**



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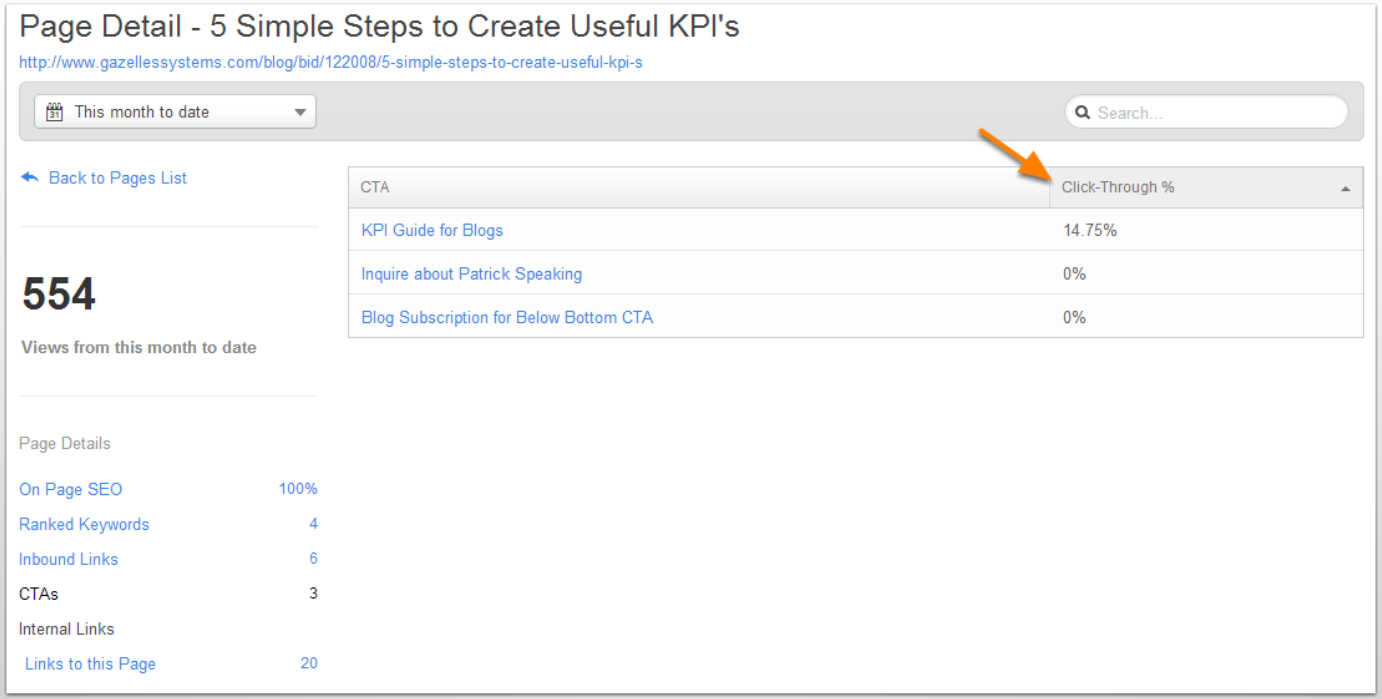
The sole purpose of a CTA is to drive traffic to your landing page.

To ensure success you will want to place CTAs throughout different types of pages on your website. Your CTAs should provide your site visitors the next logical step.

CTA Click Through **Percentage**

Remember, we want to shoot for 2-3% CTA click-through per page.



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