

**WHY WE NEED TO
OPTIMIZE AND ANALYZE
WEBSITE PAGES.**

First, what does website optimization mean?



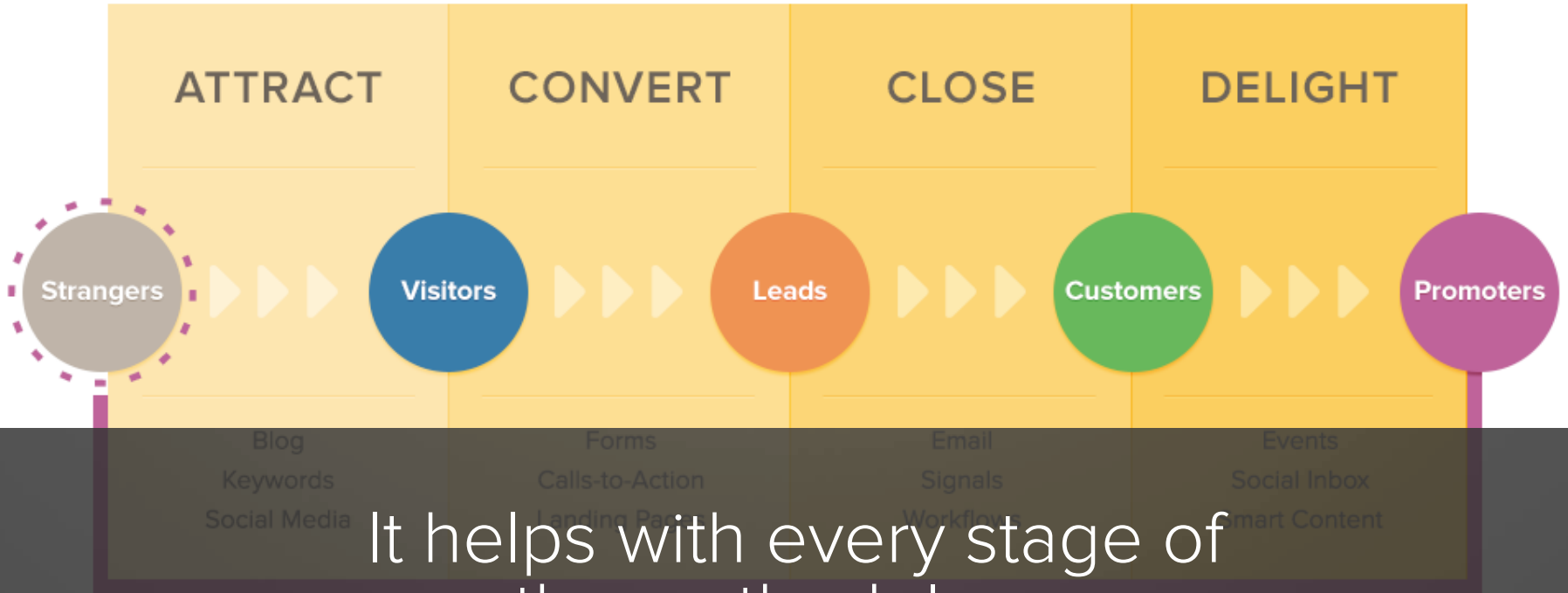
Website Optimization:

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

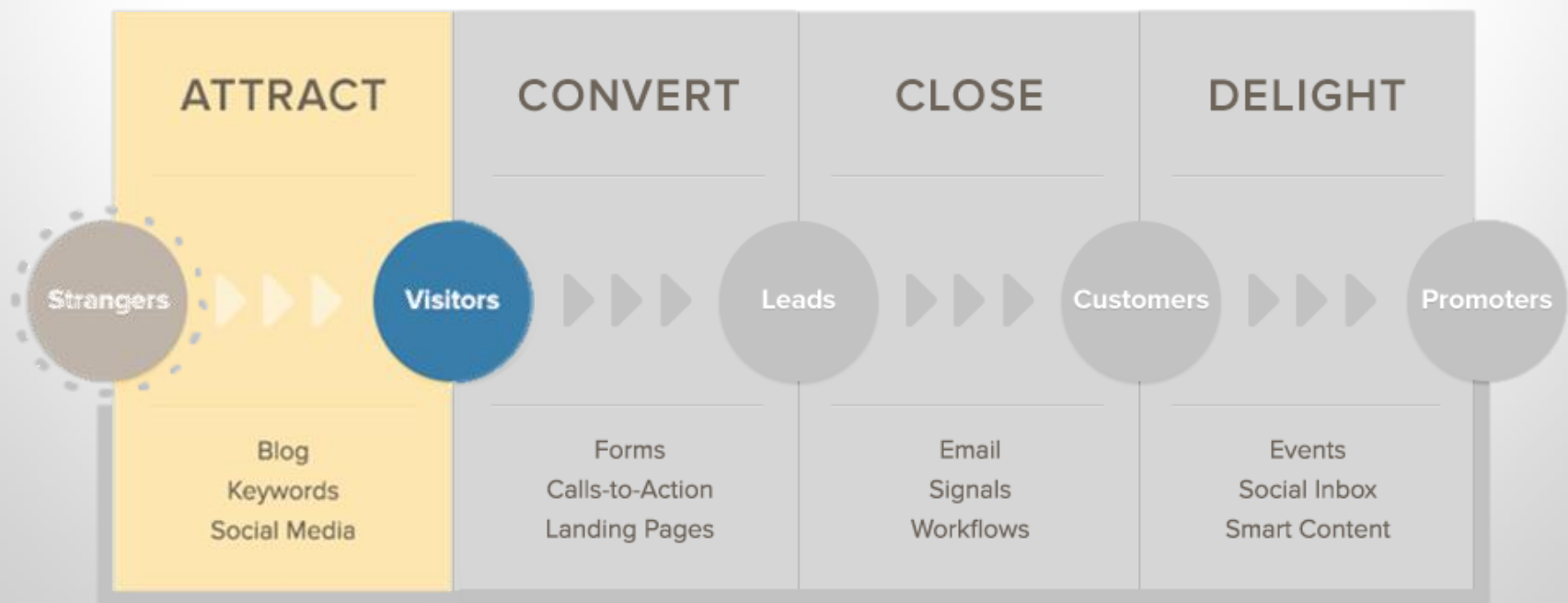


At its core, website optimization is simply about setting your site up for success.

Inbound Methodology

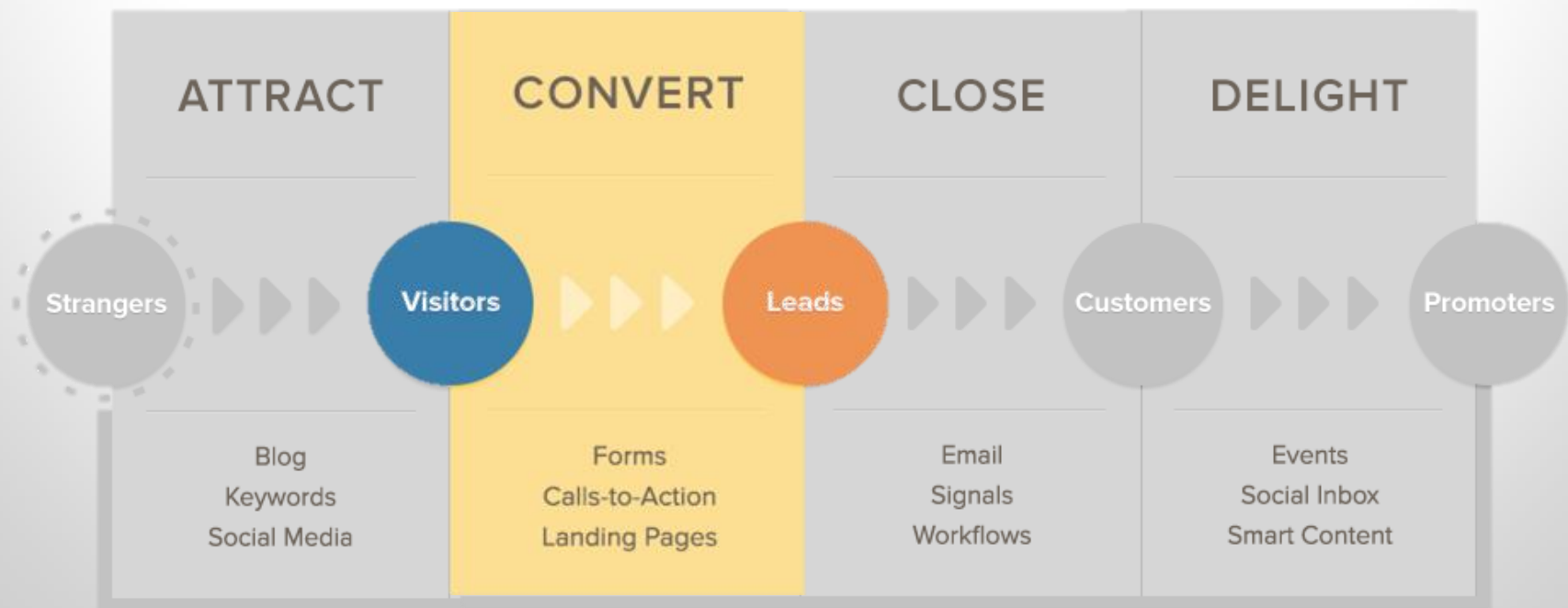


Inbound Methodology



by **HubSpot**

Inbound Methodology



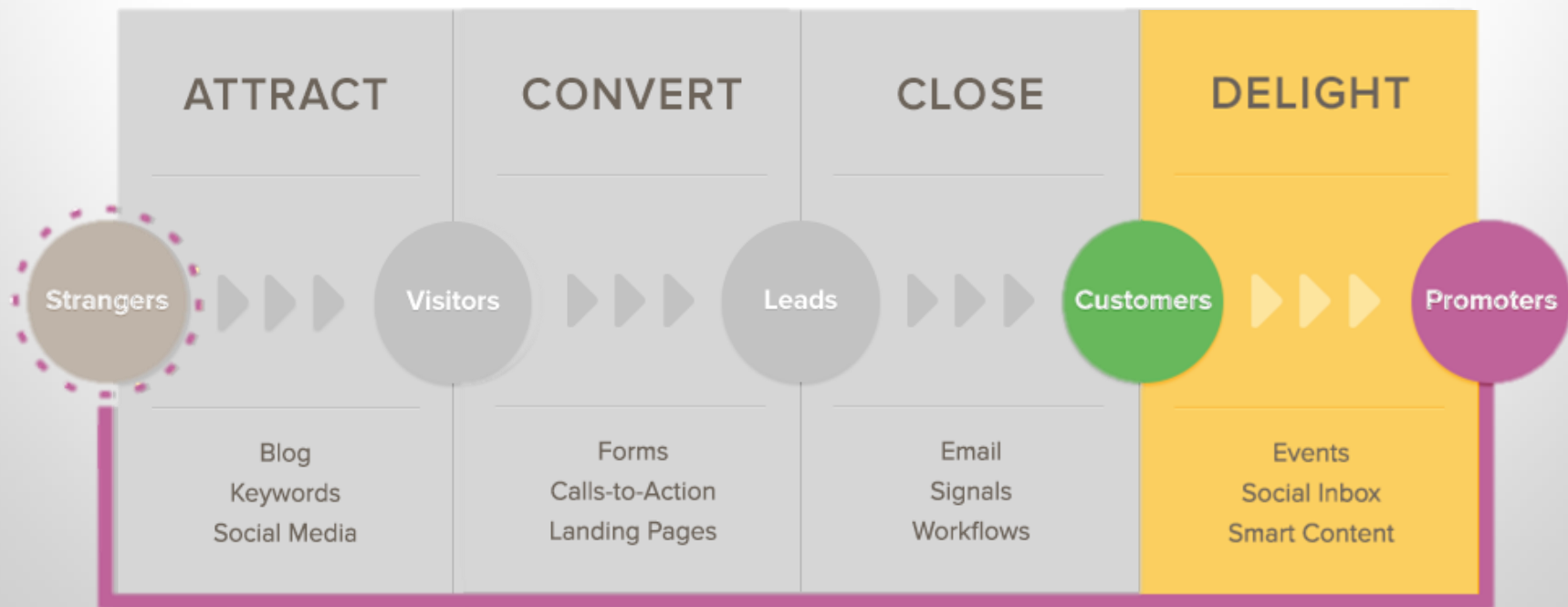
by **HubSpot**

Inbound Methodology

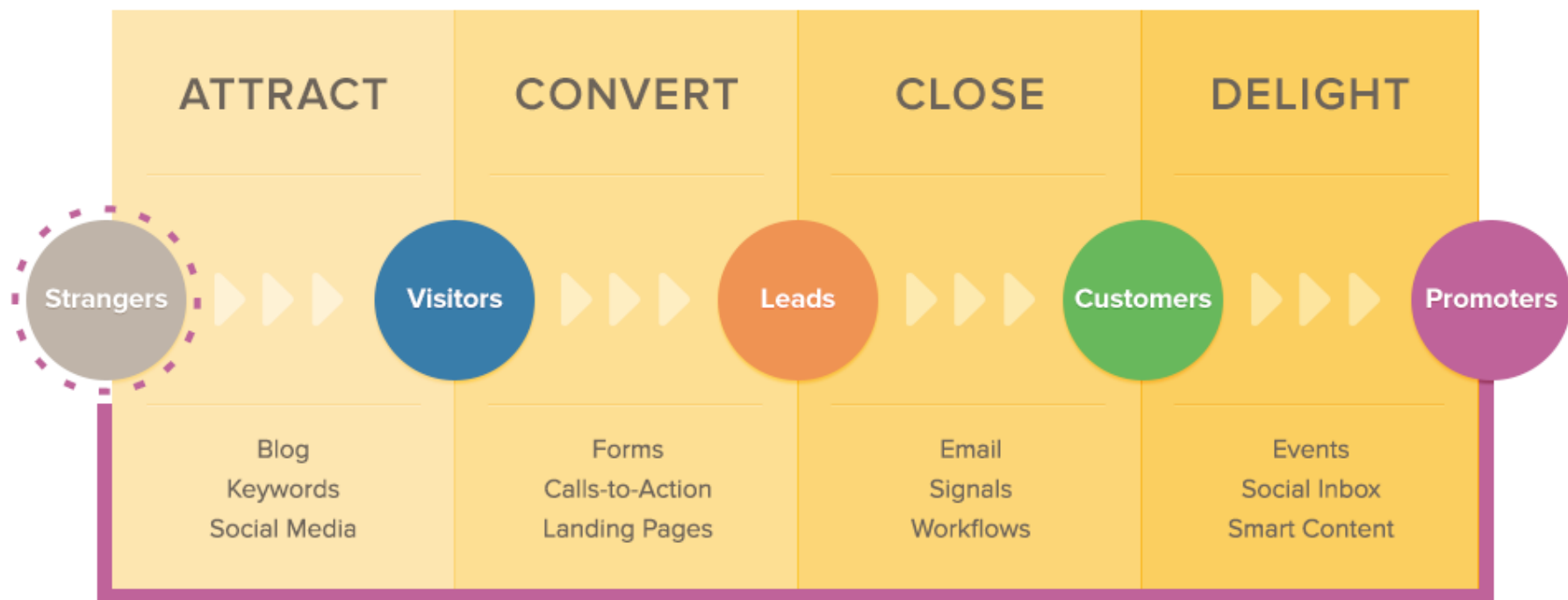


by **HubSpot**

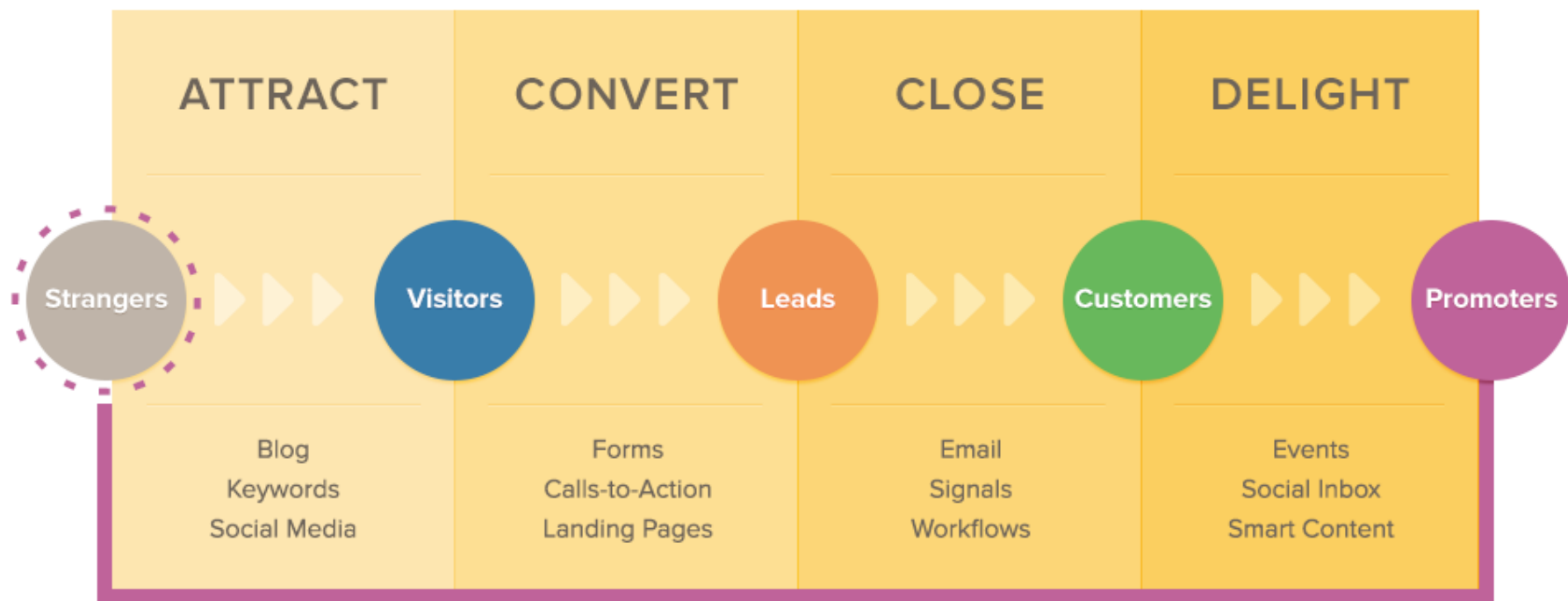
Inbound Methodology



Inbound Methodology



Inbound Methodology



10,805

Total Views



Total Views

159

Keywords

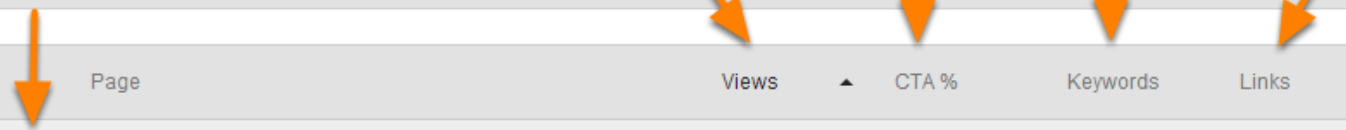
574





Inbound Links

All Pages

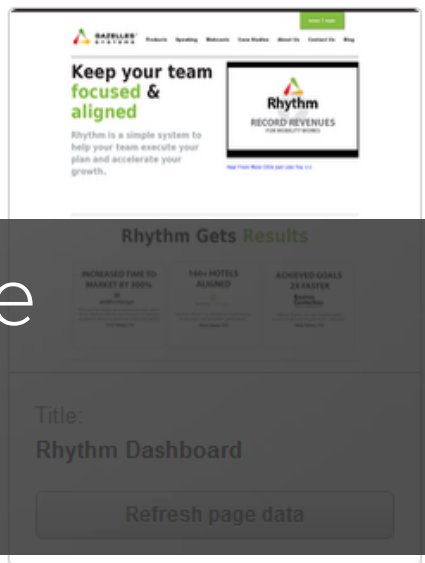
This month to date

Search...



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

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



Keep your team focused & aligned

Rhythm is a simple system to help your team execute your plan and accelerate your growth.

Rhythm Gets Results

- INCREASED TIME TO MARKET BY 30%
- 140+ HOTELS ALIGNED
- ACHIEVED GOALS 2X FASTER

Title: Rhythm Dashboard

Refresh page data

HOW TO MAINTAIN HIGH PERFORMING PAGES.

BEST PRACTICES FOR WEBSITE PAGE PERFORMANCE OPTIMIZATION

- On-page SEO techniques
- Off-page SEO techniques
- Social media sharing techniques
- 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

Professional Staffing Services

www.yoh.com/SolutionsforYourBusiness/ProfessionalStaffingServices

Day & Zimmermann | Yoh Exchange Login | Contact Us

Yoh
A Day & Zimmermann Company

Workforce Solutions to Meet Business Objectives

Solutions for Your Business | Careers | Our Clients | Insights & Trends | About Yoh

Professional Staffing Services

- Aerospace & Defense
- Engineering
- Federal Services
- Health Care
- Information Technology
- Life Sciences
- Media & Entertainment
- Telecommunications

Professional Staffing Services

A Specialized Focus on Your Unique Needs

When a company sets out to be all things to all people, it's difficult to truly understand each client's business. Yoh is all about knowing the details of each of our vertical industries and delivering the highly-specialized workforce services they require. We haven't become a leading provider of high-impact professional **staffing services** and **comprehensive workforce solutions** by treating all of our clients the same. We got there by getting to know our clients, their goals and their expectations.

From our roots supplying engineers and technical specialists, we have grown into a trusted, full-service partner. Yoh delivers high-impact resources to our clients in the following markets:

Discover All That's Possible.
Search Careers with Yoh.

Keywords
States

Search Advanced Job Search

For more information about Yoh
Contact Us

- 1 Page title
- 2 URL
- 3 Header Tag
- 4 Body Content

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

On-Page SEO Elements

yoh professional staffing services



[Professional Staffing Services - Yoh](#)

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

Professional Staffing Services. Acquire critical skills. Build teams. Scale for growth. Immediate access to qualified talent enables a flexible, productive workforce.

[Professional Staffing Services - Yoh](#)

www.yoh.com/SolutionsforYourBusiness/ProfessionalStaffingServices

Block all www.yoh.com results


A Specialized Focus on Your Unique Needs. When a company sets out to be all things to all people, it's difficult to truly understand each client's business. **Yoh** is ...

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Yoh is a leading **staffing agency** that provides talent, HR outsourcing, temporary staffing, contract consulting and ... Guide to **Professional Staffing Services** ...

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 1500 Spring Garden Street Philadelphia, PA 19130
(215) 656-2650

[↪ Careers - Contact Us - About Yoh](#)

- 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

Page Detail - 5 Simple Steps to Create Useful KPI's
<http://www.gazelllessystems.com/blog/bid/122008/5-simple-steps-to-create-useful-kpi-s>

This month to date

[← Back to Pages List](#)

554
Views from this month to date

Page Details

On Page SEO	100%
Ranked Keywords	4
Inbound Links	6
CTAs	3
Internal Links	
Links to this Page	20

- ✓ Page Title There are no problems with this page's title
- ✓ Meta Description There are no problems with this page's meta description
- ✓ Calls-to-Action There are no problems with this page's calls-to-action
- ✓ H1 Tags There are no problems with this page's h1 tags
- ✓ Images There are no problems with this page's images
- ✓ Internal Links There are no problems with this page's internal links
- ✓ Page Load There are no problems with this page's page load

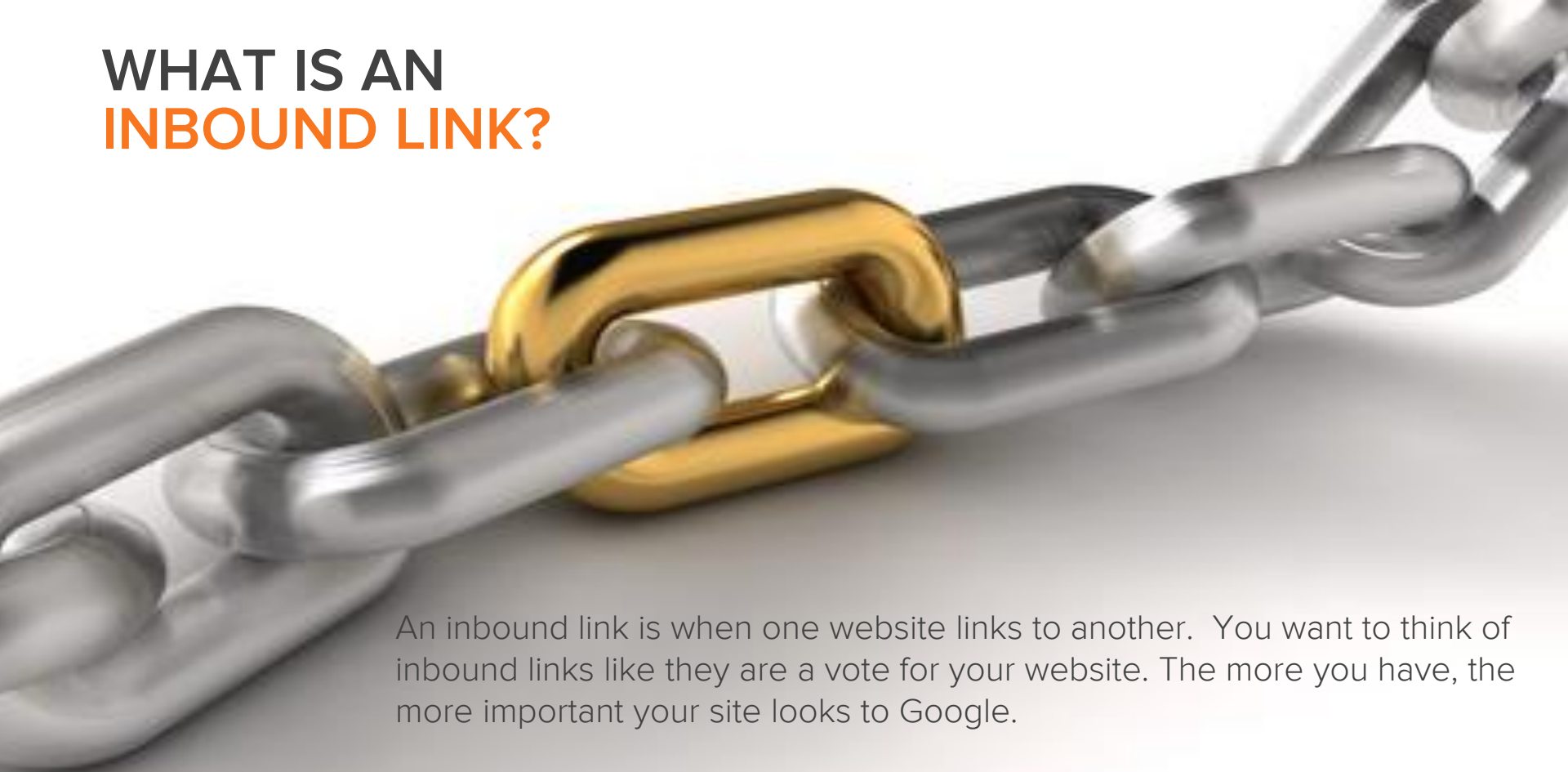
PROTIP:

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

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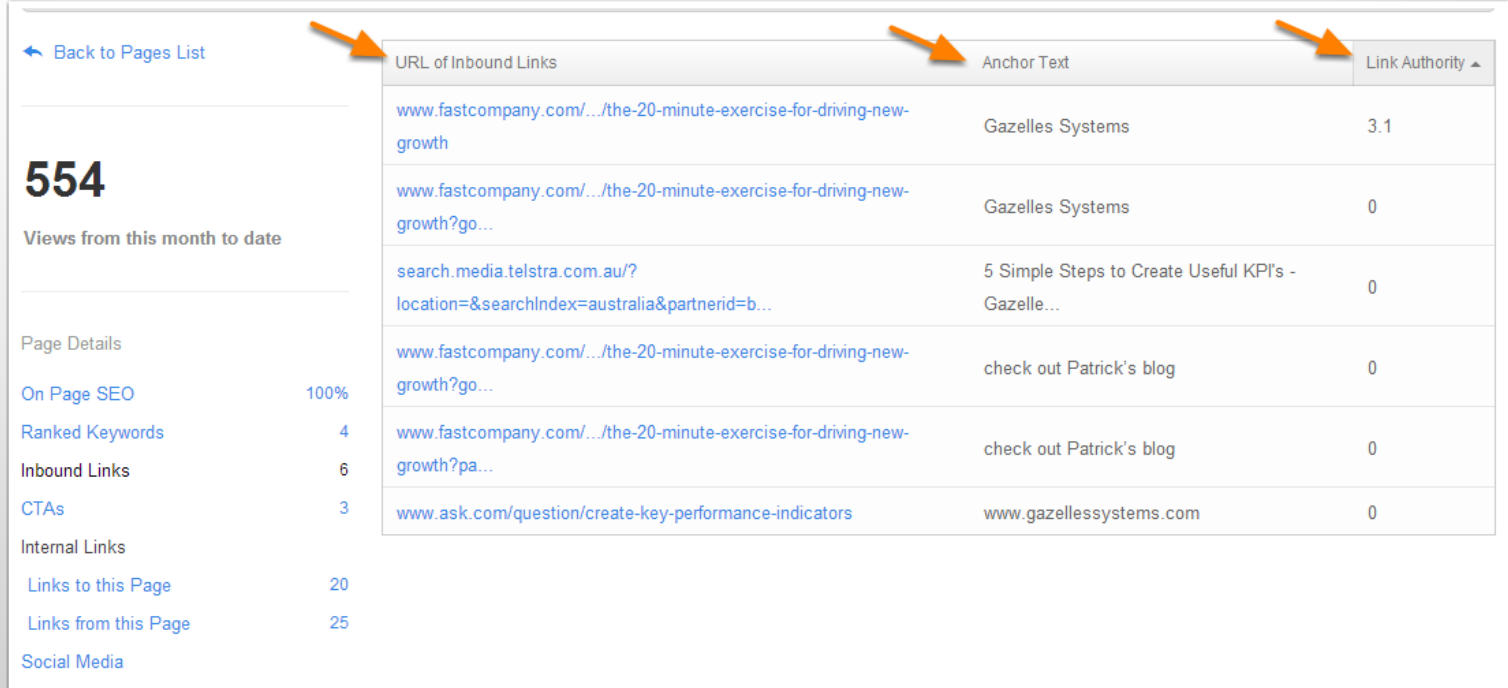
WHAT IS AN INBOUND LINK?



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**



← Back to Pages List

554
Views from this month to date

Page Details

- On Page SEO 100%
- Ranked Keywords 4
- Inbound Links 6
- CTAs 3
- Internal Links
 - Links to this Page 20
 - Links from this Page 25
- Social Media

URL of Inbound Links	Anchor Text	Link Authority
www.fastcompany.com/.../the-20-minute-exercise-for-driving-new-growth	Gazelles Systems	3.1
www.fastcompany.com/.../the-20-minute-exercise-for-driving-new-growth?go...	Gazelles Systems	0
search.media.telstra.com.au/?location=&searchIndex=australia&partnerid=b...	5 Simple Steps to Create Useful KPI's - Gazelle...	0
www.fastcompany.com/.../the-20-minute-exercise-for-driving-new-growth?go...	check out Patrick's blog	0
www.fastcompany.com/.../the-20-minute-exercise-for-driving-new-growth?pa...	check out Patrick's blog	0
www.ask.com/question/create-key-performance-indicators	www.gazellesystems.com	0

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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**

The screenshot displays a dashboard with the following elements:

- Navigation:** A link labeled "Back to Pages List" with a left-pointing arrow.
- Views:** A large number "554" with the text "Views from this month to date" below it.
- Page Details Table:**

Page Details	
On Page SEO	100%
Ranked Keywords	4
Inbound Links	6
CTAs	3
Internal Links	
Links to this Page	20
Links from this Page	25
Social Media	
- Social Sharing Summary:** Four boxes at the top right show counts: "2" (with a Twitter icon), "2" (with a Facebook Like icon), "14" (with a LinkedIn Share icon), and "0" (with a Google Plus icon).
- Share Tool:** A central area with a speech bubble icon, the text "Share this page with HubSpot's social publishing tool and start measuring the effectiveness of your social shares.", and a blue button labeled "Share this page on social media".
- Annotations:** Two orange arrows point from the bottom towards the "2" and "14" sharing count boxes.

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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.

Page Detail - 5 Simple Steps to Create Useful KPI's
<http://www.gazellessystems.com/blog/bid/122008/5-simple-steps-to-create-useful-kpi-s>

This month to date


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CTA	Click-Through %
KPI Guide for Blogs	14.75%
Inquire about Patrick Speaking	0%
Blog Subscription for Below Bottom CTA	0%

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