



# Professional Search Optimization

Analyze. Optimize. Track. Maintain.

[itulsupport.com](http://itulsupport.com)

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# On-Page SEO



## What is it?

On-page Search Engine Optimization (SEO) is the practice of optimizing individual web pages for the purpose of ranking higher and earning more relevant traffic in search engines. The term “on-page” refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals.



## How Does It Work?

- Analyze** Current rankings and evaluate overall website SEO readiness.
- Optimize** Target pages individually using I-Tul's proprietary optimization system.
- Track** Optimized page rankings and conversions.
- Maintain** Rankings with continued monitoring and optimization updates.

# What Do I Get?

## Content Structure Review

Review site layout and structure to identify opportunities for SEO optimization and improvement. Work includes reviewing site layout, site speed, schema, content and permalinks.

## Site Speed Optimization

A Google site speed test will be run. The report will be sent to our development team to review and correct reported issues from Google to help improve overall site speed, which is an important ranking factor with Google.

## Setup Yoast (Wordpress Only)

Setting up and configure SEO by Yoast plugin to assist in SEO optimization efforts. This plugin will modification of global meta data and connecting social meta markups.

## Meta Titles

Meta titles are page titles that would be displayed within Google search results. They are often different from the page title displayed on the page and optimized for ranking well for key phrases and search terms.

## Meta Descriptions

Meta descriptions are a short paragraph of content that is added to Google search results. These descriptions would include important phrases and search terms and often include calls-to-action for user click-through.

## Permalink Review / 301 Redirects

Permalinks are the URL extensions for each individual page. Optimizing those includes using strong search phrases with 301 redirects from the original un-optimized URL extension.

## Image Title/Alt Tags

Accessibility is an important issue for webmasters. One of the ways we can improve accessibility is to ensure image title and alt tags are optimized. Those tags are also a key ranking factor on the SEO side of things, so optimizing them is a must.

## Heading Tag Optimization

Page content is one of the main ways Google determines what a website is about and ranks for. Ensuring the page titles are optimized with strong key phrases is vital for SEO.

## Internal/External Links

Internal linking within page content helps overall SEO optimization and finding opportunities for those contextual links is something we will look at. External links help to a lesser degree and may not make sense in many cases, but if they do it will be important thing to consider.

## Sitemap Check

Sitemaps should always be added to the Google Search Console. Our team will check and verify sitemap integrity, repairing an issues discovered.

## Social Media Meta Data

In order for pages to render nicely when shared on social media platforms like Facebook, Twitter, or others, each page must be optimized to display Open Graph (OG) tags to pull specific titles, descriptions, and images for social media previews. We will add that information into the meta table.

# Pricing

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