

Network Partner Guide

Website Best Practices



Purpose of this Guide

Provide you, our valued Network Partners, with insights and information around best practices on website design to help you boost online sales through SEO (Search Engine Optimization).

Our Network Partner Guide offers you helpful resources and tips for the following:

1. Keyword and SEO research tools
2. On-page strategies to boost Google ranking
3. Website architecture best practices
4. Advice about backlinks to your website
5. Where to find sales performance reports

Keyword Research Tools

An important part of improving your search rankings is understanding where you are currently ranking for important keywords and where your competitors may be ranking.

Here are some tools, both free and paid, that can help you understand your current standing so you can plan how to improve your organic web traffic.

Best **Free** Tools

Google Search Console:

A webservice that provides performance reports and analytics, such as which keywords brought users to your site as well as the percentage of people who see you in search results and click your link.

[Learn More](#)

Google Keyword Planner:

A free tool that delivers keyword search performance results right from google. You can access the Keyword Planner through Google Ads even if you are not running any campaigns. [Learn More](#)

SEOptimer:

This website has paid options, but also has an SEO audit tool that provides two free web audits per day. [Learn More](#)

Best **Paid** Tools

Ahrefs Keywords Explorer:

This tool provides an incredible amount of information about your Google rankings, as well as the rankings of competitors. They also have an incredibly valuable blog with free SEO advice.

[Learn More](#)

SEMrush:

A paid platform that provides a similar service to Ahrefs. It has one of the easier to use dashboards.

[Learn More](#)

Moz:

Another paid option that is like Ahrefs and SEMrush. While like the others, it lacks a few of the features of Ahrefs and SEMrush.

[Learn More](#)

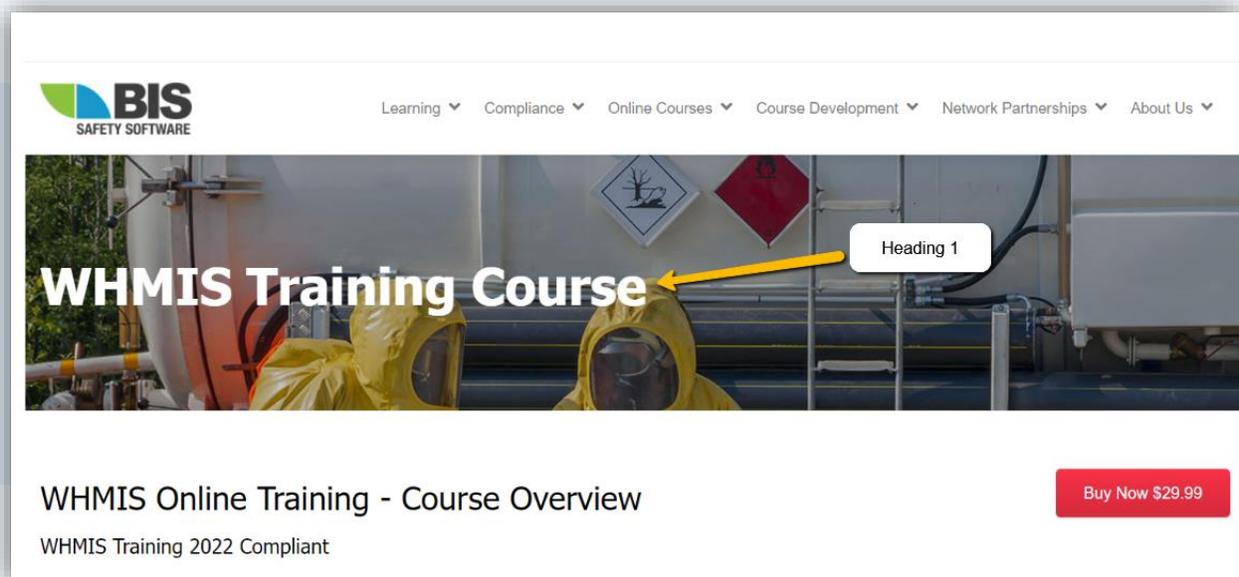
On-Page Strategies

to boost Google ranking

Titles and Heading

It is important that you use clear and concise titles/headings when creating your course pages on your website.

The title and heading are the first things you need to add to a page that lets Google, and your visitors know what your page is about. You must use the H1 tag (Heading 1) to mark the first heading on your page as the main subject. Whatever course or subject your page is highlighting should appear in the H1 tag.



The screenshot above shows what an H1 tag or Heading 1 looks like to a visitor of our WHMIS page. The page's first heading is tagged as the header 1 by applying the H1 tag as typed below:

```
<H1>WHMIS Training Course</H1>
```

The page title and the H1 tags are entered into your website editor (or webpage builder) as shown in following screenshot.



We use WordPress, an online content management system, to build, edit, and manage the contents of our sites. If you use a different management system, your website editor may look different.

URLs

Use clear, straight forward URLs that are directly related to your website content.

Specify the keyword you are focusing on as the final part of the URL. For example:

TrainAndDevelop.ca/Online-WHMIS-training/

Having the focus keyword in the URL makes it easy to see what the page is about. The URL is one of the first areas Google looks for clues about what a specific page is about.

Page Content

To keep your search ranking high, try to regularly create and update keyword-focused content. Don't let your website become stagnant.

Keeping your website fresh can be as simple as adding regular content like blog articles, new images or videos, and making updates to course pages whenever details, like pricing, change.

It is a good idea to do testing when making major changes to make sure you won't negatively affect sales.



Keywords in Content

When creating landing pages, you want to keep an eye on keyword frequency. A common recommendation is to keep the frequency of your focus keyword to three (3) or four (4) appearances.

The screenshot shows a landing page for 'First Aid Training'. The page has a breadcrumb trail: Home > Courses > Awareness Courses > First Aid Awareness. Below the breadcrumb is a header image showing a person performing first aid on a mannequin. The main content area is titled 'COURSE DETAILS' and features the course title 'First Aid Training' in a yellow box, followed by a yellow box with the number '1'. To the right of the title is a green button with the price 'USD \$ 29.99'. Below the title is a paragraph of text with a yellow box containing the number '2' highlighting the phrase 'First Aid training'. Below this paragraph is an 'IMPORTANT' notice. The next section is titled 'Course Overview' and contains another paragraph of text with a yellow box containing the number '3' highlighting the phrase 'First Aid training'. Below this paragraph is another 'IMPORTANT' notice.

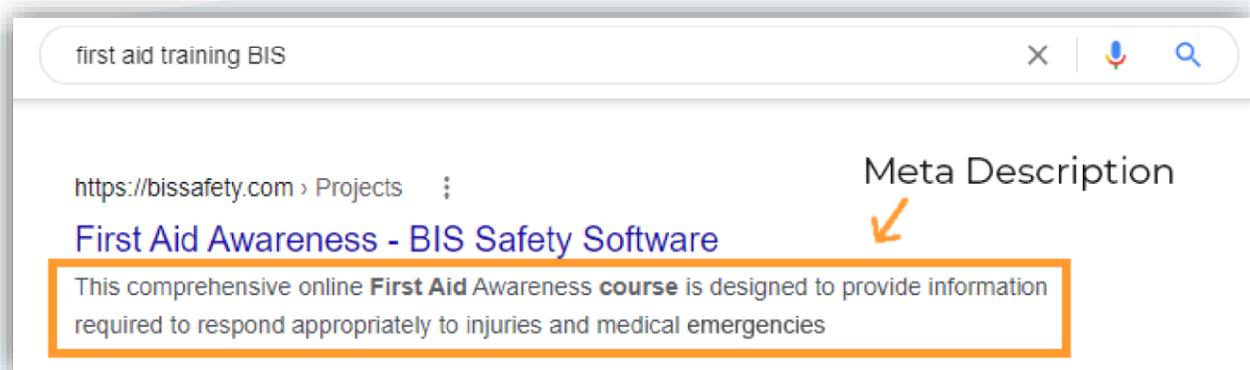
If your landing page has a lot of text, you may be able to add your focus keyword more than four times without Google thinking you are trying to trick the system by “key word stuffing”.

A good practice is to read it over and ask yourself, “does it feel natural?” Or does it feel like someone is overemphasizing a specific word or phrase?

Meta Descriptions

A meta description is a very short sentence (typically around 150 characters) that shows up in search engine results pages (SERP) or below a shared link to your webpage that tells people what your page is about. Your meta description should contain your focus keyword and persuade people to visit your page.

This [article by Exposure Ninja](#) provides useful tips for creating effective page titles and meta descriptions.



If you use WordPress to manage your site's content, we recommend you install an SEO plugin like [Yoast](#) or [All In One SEO](#). Both plugins make it simple to edit your page's meta descriptions.

Images

High-quality images enhance course descriptions significantly. Try to avoid images with large file sizes that exceed 500 KB. Keeping your images around 100 KB or smaller to ensure your pages load quickly for visitors.

Videos

Embedding a short preview video of your course helps people feel confident about purchasing your program. This [video](#) shows how to get an embed link from YouTube.

Infographics and Icons

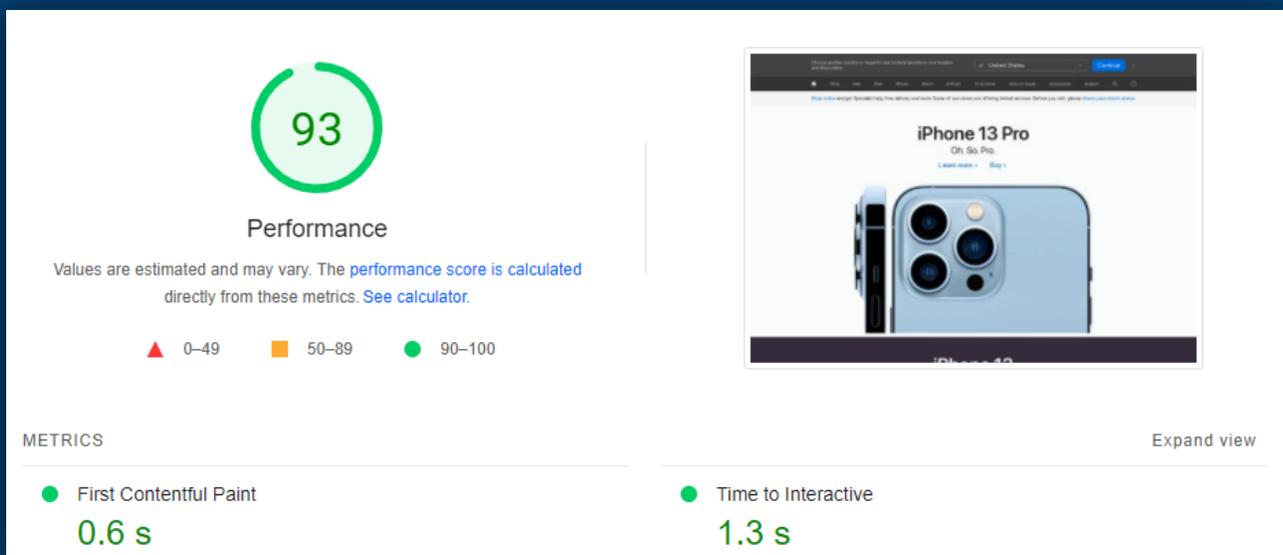
Infographics are a collection of images and data visualizations, like pie charts and bar graphs, with minimal text that gives an effective overview of the course. On our course pages we use icons to add some visual interest and clarity to information like duration and testing details.



Fast Loading Speed

The loading speed of your page is becoming increasingly important. People have little patience for slow websites. It should take under 3 seconds to load your page. You can check the loading speed and performance of your site by entering your URL in Google's speed tester [here](#).

The image below shows an example of a performance/speed test done on Apple's Canadian site.

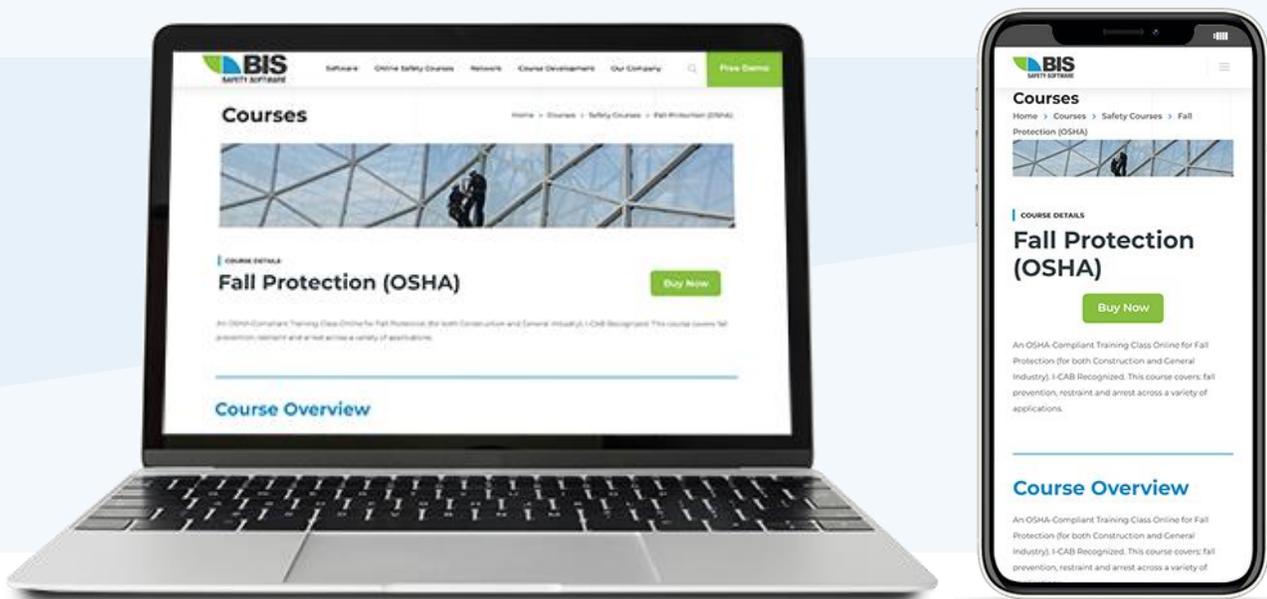


Mobile-Friendly Design

With a growing number of people using their phones for most of their internet searches, Google's web bots almost exclusively index the mobile versions of websites.

If your site has a poor mobile version, is not responsive (adjusting to browser size), or has no mobile version, it's a good idea to start making your site mobile friendly.

Here is an example of [responsive website](#) that automatically resizes and reorganizes content to fit the window (screen) size.



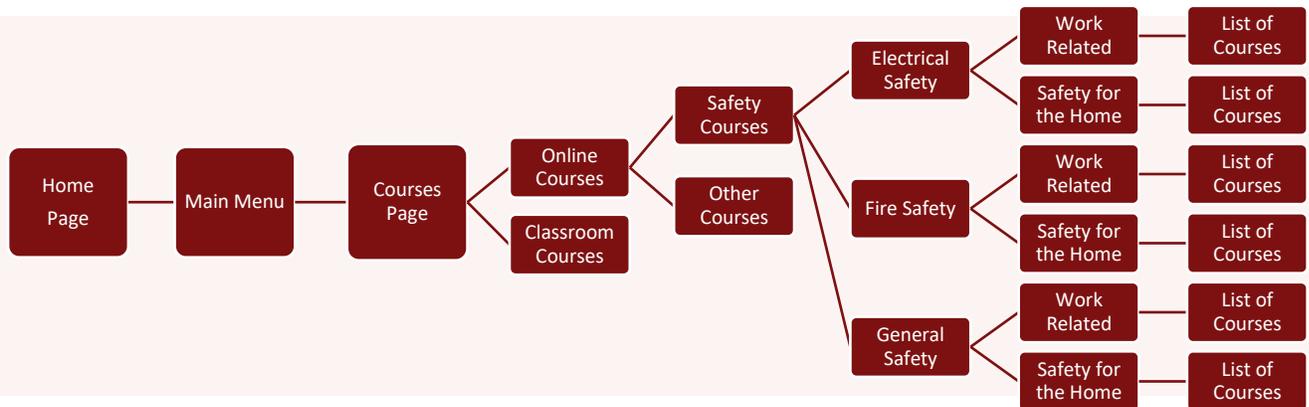
Website Architecture

Website architecture is essentially how your website is laid out – not how individual pages are displayed, but how all the pages on your site connect with each other.

Your website's architecture helps site visitors (and Google's bots) navigate through your site and find pages relevant to them.

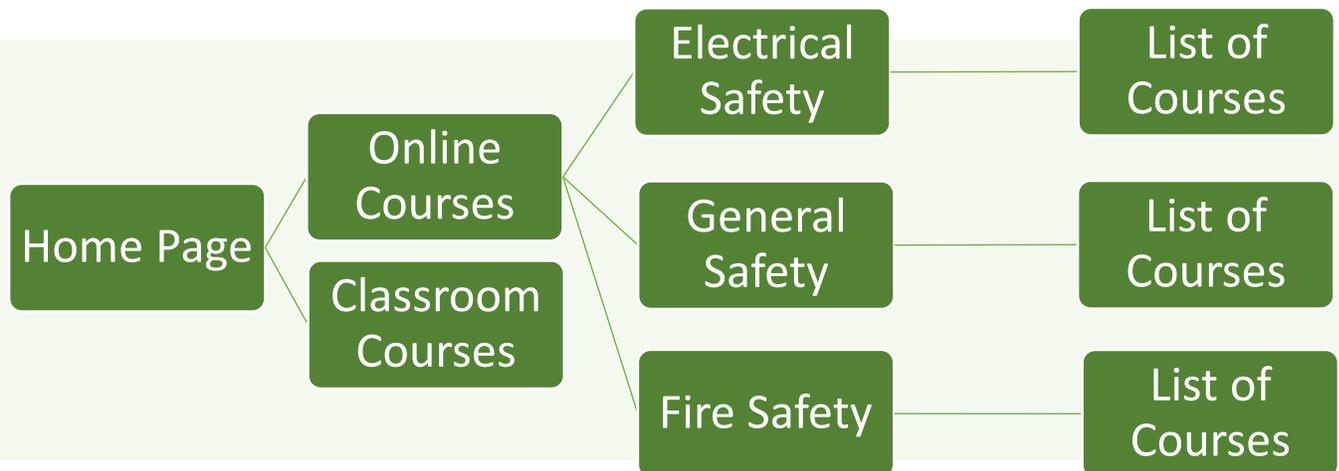
You have probably been to websites where you had to click a bunch of different links or dig through various menus to find what you wanted. On the next page, we have provided examples of site architecture. However, there is a lot more to site architecture. If you want to learn more, read this [article on website architecture](#).

Bad Site Architecture



In this example, you must navigate through seven different pages to reach the actual list of courses. The best practice is to keep every page no further than four clicks away from your home page.

Better Site Architecture



With the improved architecture, the visitor only needed three clicks to browse the list of courses.

Site architecture plays a significant role in customer experience. Google emphasizes and prioritizes sites that provide an enjoyable experience, so good site architecture improves your search rankings on Google and other search engines.



Backlinks and External Links on Your Website

It's important to include various links on your website pages. On each page of your site, there should be links to one or two websites other than your own, as well as links to other pages on your site.

IMPORTANT – do not add a hyperlink to the focus keyword of the page you are optimizing. If you add a link to your focus keyword you are essentially telling Google that the page you are linking to is more authoritative on that keyword than your own.

Watch [this video](#) for more information.

Do this:

Add links to your pages that link to other content on your site that is not related to your focus keyword.

For example, if trying to rank a page for the focus keyword “First Aid Training” you could create a link on your page linking to other courses that you offer “Our First Aid Training course is one of many [online training courses](#) available on our site.”

Avoid this:

Don't add links to the focus keyword you are trying to rank for with your page.

For example, if trying to rank a page for the focus keyword “First Aid Training”, do not do this - “our [First Aid Training course](#) is one of many online training courses available on our site.”

It is important to add internal links on other pages on your site back to your course pages. For example, in a blog about online safety training, you could add a hyperlink to your First Aid Training course. This reinforces to Google that your First Aid Training course landing page is highly relevant to someone searching for first aid courses.

Adding links throughout your site content helps connect your site together so Google's bots can easily find all your pages and identify what they are all about.

Links to external websites are also important because it shows Google that you provide sources and references to other valuable websites. Adding external links shows Google that helping your visitors is a priority for you, and Google will increase your webpage ranking accordingly.

The new OHS Act has also absorbed the Radiation Protection Act, which means it now includes radiation equipment laws. [Dosimetry, or personal exposure monitoring for ionizing radiation](#) can now be found within the OHS act. Again, cutting confusion and simplifying OHS legislation.

The image above shows a blog with an external link to an OHS resource used for research.

Make Purchases Easy

We recommend that you ensure people can purchase courses in as few steps as possible. This makes it easy for visitors to buy the course when they are ready. Each extra step required increases the chance they abandon the purchase process.

The screenshot shows the BIS Safety Software website. The navigation menu includes: Courses, Learning Management System, Course Development, The Network, Our Company, Contact Us, Login, and social media icons for Facebook and LinkedIn. The main content area features a large image of hazardous materials with warning labels. Below the image is the course title "WHMIS 2015 (GHS)" and a "COURSE OVERVIEW" section. The overview text states: "WHMIS stands for Workplace Hazardous Materials Information System. It is a Canada-wide system that provides employers and workers with information on the hazardous products that are stored and used on work sites. This online WHMIS 2015 (GHS) course covers key elements of WHMIS 2015, including WHMIS pictograms, supplier and workplace labels, safety data sheets, and worker training. After completing this course, an understanding should be gained of what WHMIS is, WHMIS responsibilities, key components, the hazards WHMIS protects workers from, WHMIS 2015 pictograms, WHMIS 2015 hazard classifications, supplier and workplace labels, and safety data sheets." To the right of the overview is a product card with a "HAZARDOUS MATERIALS" warning sign image, an average rating of 4.6/5 (5149 Reviews), a price of \$29.99, a quantity selector set to 1, a "Buy Now" button, an "Add To Cart" button, and a link to "How to purchase courses".

Sales Performance Reports

Tracking your sale performance can tell you if you need to tweak or change your website. Sales performance reports can be generated through BISTrainer in a few different ways.

E-Commerce Purchase Report:

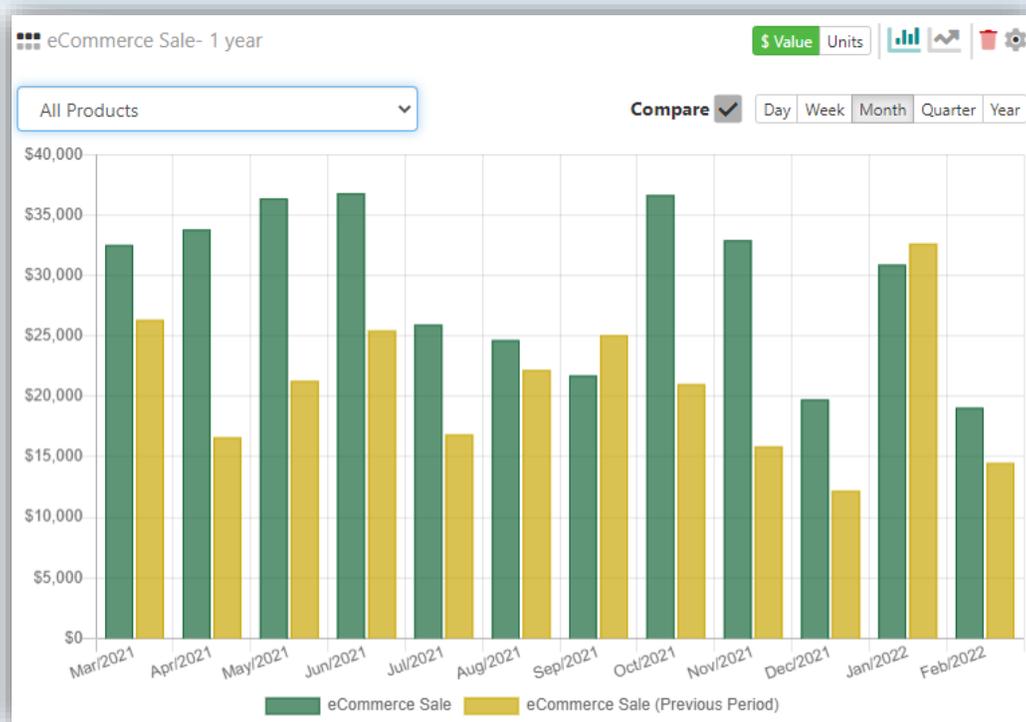
This report pulls the e-commerce purchase records for all online courses sold through the e-commerce store. Watch [this video](#) to learn how to generate this report.

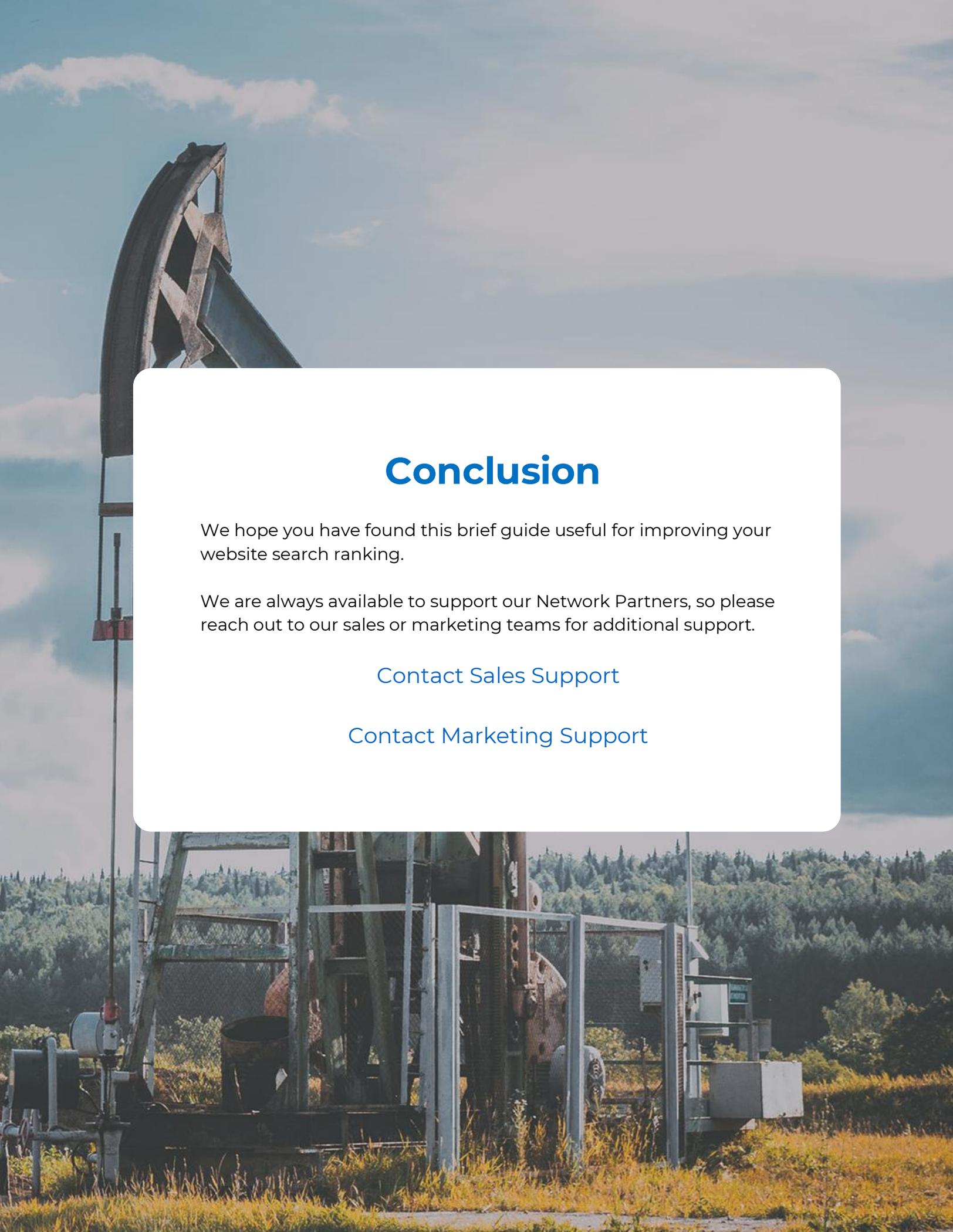
Month End Report:

This report provides month end revenue information from your e-commerce course sales. [This video](#) explains how to generate a month end report.

Dashboard Reports:

Watch [this video](#) showing how to monitor your sales through your dashboard.





Conclusion

We hope you have found this brief guide useful for improving your website search ranking.

We are always available to support our Network Partners, so please reach out to our sales or marketing teams for additional support.

[Contact Sales Support](#)

[Contact Marketing Support](#)