1. **-On-page optimization techniques**

**What is on-page SEO?**

On-page SEO, or on-site SEO, is the process of optimizing various front-end and back-end components of your website so that it ranks in search engines and brings in new traffic. On-page SEO components include content elements, site architecture elements, and HTML elements.

**Why is on-page SEO important?**

On-page SEO is important because it tells Google all about your website and how you provide value to visitors and customers. It helps your site be optimized for both human eyes and search engine bots.Merely creating and publishing your website isn't enough — you must optimize it for Google and other search engines in order to rank and attract new traffic.

On-page SEO is called "on-page" because the tweaks and changes you make to optimize your website can be seen by visitors on your page (whereas off-page and technical SEO elements aren't always visible).Every part of on-page SEO is completely up to you; that's why it's critical that you do it correctly. Now, let's discuss the elements of on-page SEO.

**On-Page SEO Elements**

1. High-Quality Page Content
2. Page Titles
3. Headers
4. Meta Descriptions
5. Image Alt-text
6. Structured Markup
7. Page URLs
8. Internal Linking
9. Mobile Responsiveness
10. Site Speed

**Page Titles-**

* Your website page titles (also known as title tags) are one of the most important SEO elements.Titles tell both visitors and search engines what they can find on the corresponding pages.
* Keep it under 60 characters (per Google's update) to ensure that your titles display correctly. Although Google doesn't have an exact character limit, its display titles max out at 600 pixels.
* Keeping your titles at 60 characters or less ensures the title won't be cut off in search results.Don't stuff the title with keywords. Not only does keyword-stuffing present a spammy and tacky reading experience, but modern search engines are smarter than ever — they've been designed to specifically monitor for (and penalize!) content that's unnaturally stuffed with keywords.
* Make it relevant to the page.

**Headers-**

* Headers, also known as body tags, refer to the HTML element <h1>, <h2>, <h3>, and so on.
* These tags help organize your content for readers and help search engines distinguish what part of your content is most important and relevant, depending on search intent.
* Incorporate important keywords in your headers, but choose different ones than what's in your page title. Put your most important keywords in your <h1> and <h2> headers.

**4. Meta Descriptions-**

Meta descriptions are the short page descriptions that appear under the title in search results. Although it's not an official ranking factor for search engines, it can influence whether or not your page is clicked on — therefore, it's just as important when doing on-page SEO.

* Keep it under 160 characters, although Google has been known to allow longer meta descriptions.
* Include your entire keyword or keyword phrase.
* Use a complete, compelling sentence (or two).
* Avoid alphanumeric characters like —, &, or +.

**Image Alt-text-**

Image alt-text is like SEO for your images. It tells Google and other search engines what your images are about ... which is important because Google now delivers almost as many image-based results as they do text-based results.

That means consumers may be discovering your site through your images. In order for them to do this, though, you have to add alt-text to your images.

Here's what to keep in mind when adding image alt-text:

* Make it descriptive and specific.
* Make it contextually relevant to the broader page content.
* Keep it shorter than 125 characters.
* Use keywords sparingly, and don't keyword stuff.

**Internal Linking-**

Internal linking is the process of hyperlinking to other helpful pages on your website. (See how the words "internal linking" are linked to another HubSpot blog post in the sentence above? That's an example.)

Internal linking is important for on-page SEO because internal links send readers to other pages on your website, keeping them around longer and thus telling Google your site is valuable and helpful.

**2. Off-page optimization techniques**

## **What Is Off-Page SEO?**

Let’s break it down. Off-page SEO (also called “off-site SEO”) refers to the optimization efforts conducted outside your website to improve its visibility and search engine rankings.

While on-page SEO focuses on optimizing elements within your website, such as content and meta tags, off-page SEO involves activities on other websites, such as **link building**, **social media marketing**, and **content marketing**.

In layperson’s terms, off-page SEO helps search engines understand **what others think about your product, services, or website**.

## **Why Is Off-Page SEO Important?**

You might be thinking, “Why should I bother with off-page SEO when I can focus on optimizing my website?” Well, let us share some compelling reasons:

### **Improved Search Engine Rankings**

Off-page SEO signals, particularly backlinks from authoritative and relevant websites, endorse your website’s quality. Search engines, like Google, value these endorsements and use them as an **SEO ranking factor**.

In fact, a **study by Backlinko** found that websites with a high number of backlinks tend to rank higher in search results.

### **Increased Website Visibility**

Off-page SEO techniques, such as social media marketing and influencer outreach, can significantly expand your website’s reach and visibility.

Imagine your website as a small shop hidden in a quiet street. Without proper promotion, how will people find it?

Promoting your content and brand on external platforms can attract a larger audience, generate more organic traffic, and enhance your online presence.

### **Building Online Reputation**

Off-page SEO involves managing your online reputation by monitoring and responding to customer reviews, feedback, and mentions.

The assessment criteria outlined in **Google’s Quality Rater Guidelines** heavily depend on a website’s reputation outside of its own pages to determine its level of trustworthiness.

By actively addressing customer concerns and maintaining a positive reputation, you can establish trust and credibility with search engines and users, leading to higher search page rankings and increased brand recognition.

### **Enhanced User Engagement**

Off-page SEO activities, such as social media marketing, encourage user engagement and interaction with your brand. This can increase website visits, longer sessions, and higher conversions.

When users actively engage with your content and share it with others, it amplifies your online visibility and improves your website’s authority.

## **Off-Page SEO Techniques**

### **1. Link Building (Backlinks)**

### **2. Guest Posting**

### **3. Forums**

### **4. Commenting**

### **5. Social Bookmarking**

### **6. Questions & Answers**

**7. Web 2.O**

**8. Profile Creation**

**9. Article submission**

**10. Pdf Submission**

**Keyword research and ad targeting-**

**What is keyword research?**

Keyword research is the process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing. Keyword research can uncover queries to target, the popularity of these queries, their ranking difficulty, and more.

**Why is keyword research important?**

Keyword research helps you find which keywords are best to target and provides valuable insight into the queries that your target audience is actually searching on Google. The insight that you can get into these actual search terms can help inform content strategy as well as your larger marketing strategy.

People use keywords to find solutions when conducting research online. So if your content is successful in getting in front of our audience as they conduct searches, you stand to gain more traffic. Therefore, you should be targeting those searches. In addition, in the inbound methodology, we don't create content around what we want to tell people; we should be creating content around what people want to discover. In other words, our audience is coming to us. This all starts with keyword research.

**Research related search terms**. This is a creative step you may have already thought of when doing keyword research. If not, it's a great way to fill out those lists. If you're struggling to think of more keywords people might be searching about a specific topic, take a look at the related search terms that appear when you plug in a keyword into Google.

When you type in your phrase and scroll to the bottom of Google's results, you'll notice some suggestions for searches related to your original input. These keywords can spark ideas for other keywords you may want to take into consideration."

**Use keyword research tools to your advantage**. Keyword research and SEO tools can help you come up with more keyword ideas based on exact match keywords and phrase match keywords based on the ideas you've generated up to this point. Some of the most popular ones include:

* Ahrefs
* SE Ranking
* SEMrush
* Ubersuggest
* Free Keyword Research Tool
* Google Keyword Planner
* SECockpit
* Keywords Everywhere
* Moz
* KeywordTool.io
* KWFinder

**What is ad Targeting?**

Targeted advertising uses data collected about consumers — such as demographic information, browsing history, and website interaction — to create and serve advertisements that match customer preferences."

**Ad Targeting Best Practices-**

**1. Give Consumers Content They Care About**

**2. Keep it Interesting**

**3. Set a Cap on Frequency**

**4. Find the Right Place**

**5. Pinpoint Your Audience**

**6. Think Outside the Box**

**7. Test, Test, Test**

**8. Measure your Impact**

**3. Local Seo GMB**

**What is local SEO?**

Local SEO (Search Engine Optimization) is the process of improving search engine visibility for local businesses, primarily those with brick-and-mortar locations. By following local SEO best practices, businesses can improve organic traffic from searches performed by customers in nearby areas.

Search engines rely on signals such as local content, social profile pages, links, and citations to provide the most relevant local results to the user to gather information for local search.With local SEO, businesses can use this to position their products and services to local prospects and customers searching for them.

**Local SEO Tips**

* **Optimize for Google My Business.**
* **Engage on social media and add posts to Google My Business.**
* **Ensure your name, address, and phone number are consistent online.**
* **Optimize online directories and citations.**
* **Perform a local SEO audit.**
* **Improve your internal linking structure.**
* **Optimize URL, title tags, headers, meta description, and content.**
* **Add location pages to your website.**
* **Create local content.**
* **Ensure your website is mobile-friendly.**
* **Get inbound links with relevance and authority.**
* **Participate in your local community.**

**4. TECHNICAL SEO**

## What is technical SEO?

**Technical SEO is all about improving a website’s technical aspects to increase its pages’ ranking in the search engines. Making a website faster, easier to crawl, and more understandable for search engines are the pillars of technical optimization. Technical SEO is part of on-page SEO, which focuses on improving elements *on* your website to get higher rankings. It’s the opposite of off-page SEO, which is about generating exposure for a website through other channels.**

## What are the characteristics of a technically optimized website?

**A technically sound website is fast for users and easy to crawl for search engine robots. A proper technical setup helps search engines to understand what a site is about. It also prevents confusion caused by, for instance, duplicate content. Moreover, it doesn’t send visitors, nor search engines, to dead-ends caused by non-working links. Here, we’ll shortly go into some important characteristics of a technically optimized website.**

### 1. It’s fast

**Nowadays, web pages need to load fast. People are impatient and don’t want to wait for a page to open. In 2016, research showed that 53% of mobile website visitors will leave if a webpage doesn’t open within three seconds. And the trend hasn’t gone away – research from 2022 suggests ecommerce conversion rates drop by roughly 0.3% for every extra second it takes for a page to load. So, if your website is slow, people get frustrated and move on to another website, and you’ll miss out on all that traffic.**

**Google knows slow web pages offer a less-than-optimal experience. Therefore, they prefer web pages that load faster. So, a slow web page also ends up further down the search results than its faster equivalent, resulting in even less traffic. Since 2021, Page experience (how fast people experience a web page to be) has officially become a Google ranking factor. So, having pages that load quickly enough is more important now than ever.**

**Wondering if your website is fast enough? Read how to easily test your site speed. Most tests will also give you pointers on what to improve. You can also look at the Core Web vitals – Google uses these to indicate Page experience. And, we’ll guide you through common site speed optimization tips here.**

### 2. It’s crawlable for search engines

**Search engines use robots to crawl, or spider, your website. The robots follow links to discover content on your site. A great internal linking structure will ensure they understand the most important content on your site.**

**But there are more ways to guide robots. You can, for instance, block them from crawling certain content if you don’t want them to go there. You can also let them crawl a page, but tell them not to show this page in the search results or not to follow the links on that page.**

#### Robots.txt file

**You can give robots directions on your site by using the robots.txt file. It’s a powerful tool, which should be handled carefully. As we mentioned initially, a small mistake might prevent robots from crawling (important parts of) your site. Sometimes, people unintentionally block their site’s CSS and JS files in the robots.txt file. These files contain code that tells browsers what your site should look like and how it works. Search engines can’t determine if your site works properly if those files are blocked.**