

GANPAT UNIVERSITY
U. V. PATEL COLLEGE OF ENGINEERING

2CEIT78PE5
SEO (SEARCH ENGINE OPTIMIZATION)

UNIT 4

ON-PAGE OPTIMIZATION:

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Course Contents

- The Page Title
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- Images and Alt Text
- Internal Link Building
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- 301 Redirects, 404 Error

Unit 4: On-page Optimization

What are the meta Tag:

- Title tag
- Meta description
- Heading tag(H1, H2, H3, H4....Tag
- Alt tag
- Canonical tag

On-page Optimization:

▣ The Page Title

A page title, also known as a title tag, is a short description of a webpage and appears at the top of a browser window and in SERPs. It is an important element of an optimized SEO page. A page title should include a page's keyword in the title tag.

Title length: 55 to 60 character

Format: *Primary Keyword - Secondary Keyword | Brand Name*

The Page Title

https://ahrefs.com ▼

Ahrefs - SEO Tools & Resources To Grow Your Search Traffic



91,677



1,625



50

Ahrefs simply rocks your SEO and reveals tons of marketing opportunities in a few clicks! ...

Ahrefs is my favorite tool to find awesome content ideas with a lot ...

You've visited this page many times. Last visit: 13/5/21

The Page Title

- Give every page a unique title
- Put important keywords first
- Write for your customers

Meta Descriptions

▣ **Meta description**

The meta description is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description in search results

```
<head> <meta name="description" content="This is an example of a  
meta description. This will often show up in search results."></head>
```

Meta Descriptions

Length: 150 to 160 character

<https://dharamexport.com> ▼

Dharam Export is an Indian Diamond Manufacturing and ...



0



284



2

Title changed

Dharam Export are Manufacturers and Exporters of Single Cut Diamond, Full cut diamond, Fancy shape diamond, Customize diamond Tapered baguette diamond ...

You've visited this page many times. Last visit: 8/8/21

Meta description

- ❑ Avoid duplicate meta description tags
- ❑ Use primary keywords
- ❑ Easy to understand for users
- ❑ "meta description" means, as well as how to view your site's meta description, and how it impacts visitors.

Meta Keywords

- ▣ **Meta Keywords**

Meta tags play **a significant role in SEO**. They tell search engines about the content on your page, so they can decide if and how relevant it is to a search someone is performing.

Meta keywords

buy online car insurance ←

0 ★ × | 🔍

Powered by SURFER

Emergency Assistance. Personal Accident Cover. No Claim Bonus upto 50%.
[Buy Online Car Insurance](#) · [Third Party Car Insurance](#) · [Renew Car Insurance](#)

Ad · <https://ci.policybazaar.com/car-insurance/compare-online> ▾

Policybazaar Car Insurance - Compare Car Insurance Online

🔍 0 📖 599 🔑 0

Direct Settlement + Engine Protection Cover. Compare & **Buy Car Insurance** from Top Insurers

<https://www.insurancedekho.com> › car-insurance

Buy/Renew Car Insurance Policy & Save Upto 75%

🔍 1,303 📖 5,869 🔑 0 Title changed

How to **Buy Car Insurance Online?** Fill Your Car Details Step 1. Fill Your Car Details. Provide your car details such as its make, model, etc, to see car ...

09-Dec-2020 · ★★★★★ Rating: 4.9 · 6,152 reviews

[Car Insurance Renewal](#) · [Car Insurance Companies](#) · [Car Insurance Calculator](#)

Heading tag

- Heading tag

HTML header tags are used to differentiate the headings (h1) and sub-headings (h2-h6) of a page from the rest of the content.

These tags are also known to webmasters as heading tags or simply header tags.

- Your focus keywords mention in heading tag

Heading tag



1. Use Headers to Provide Structure
2. Use Headers to Break Up Text
3. Include Keywords in Your Header Tags
4. Optimize for Featured Snippets

Heading tag

Apr 14, 2021

Conflict-free And Ethical Diamonds

Diamonds are truly novel stones that are formed in the depths of earth after enduring a colossal amount of heat and pressure. The outcome rock that holds symbolic meaning and is a beacon of luxury. But beyond the aesthetics, opulence and romance of this stone is a grim history

History of Conflict Diamonds

Diamonds that were mined in the 20th and 21st century in civil war zones of Liberia, Guinea, Angola, Congo, Zimbabwe, Ivory Coast and more and finance wars. Diamonds mined for these purposes were given the label of conflict diamonds, blood diamonds or red diamonds.

Read Blog: [Understanding the 4 Cs of Diamonds](#)

Overview of Conflict-free Diamonds

Domain Names & Suggestions

Use .com, .org or .net (most popular ones)

Brandable over generic

Shorter is better

Easy to type

Easy to pronounce

Avoid hyphens and numbers

Consider using a keyword that reflects your website

Check if it's not trademarked

Domain Names & Suggestions

- ▣ **Domain name suggestion tool:** <https://leandomainsearch.com/>

Canonical Tag

- A canonical tag (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page. Using the canonical tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs. Practically speaking, the canonical tag tells search engines which version of a URL you want to appear in search results.

Canonical Tag

- ❑ <http://www.example.com>
- ❑ <https://www.example.com>
- ❑ <http://example.com>
- ❑ <http://example.com/index.php>
- ❑ <http://example.com/index.php?r...>
- ❑ <https://example.com>

Images and Alt Text

- Adding alternative text to photos is first and foremost a principle of web accessibility. Visually impaired users using screen readers will be read an alt attribute to better understand an on-page image.
- Alt text will be displayed in place of an image if an image file cannot be loaded.
- Alt text provide better image context/descriptions to search engine crawlers, helping them to index an image properly.

Replace

pizza recipe

Videos News More Settings Tools

About 1.130.000.000 results (0,79 seconds)

Recipes

Homemade Pizza

Simply Recipes

4,8 ★★★★★ (223)

2 hrs 30 mins

Italian sausage, pesto, feta cheese, bell peppers, tomato

Pizza Margherita in 4 easy steps

BBC Good Food

4,8 ★★★★★ (400)

35 mins

Cherry tomatoes, bread flour, mozzarella, olive oil, instant

How To Make The Best Homemade Pizza...

Tasty

4,9 ★★★★★ (1,5K)

Ricotta cheese, tomato sauce, fresh basil pesto, fresh

Show more

Image settings

Alt text (alternative text)

[Describe the purpose of the image](#)

Leave empty if the image is purely decorative.

Image size

Large

Image dimensions

Width

1024

Height

637

25% 50% 75% 100% Reset

Images and Alt Text



- ❑ ``
- ❑ ``
- ❑ ``

Internal Link Building

□ Internal Link Building

An internal link is any link from one page on your website to another page on your website. Both your users and search engines use links to find content on your website. Your users use links to navigate through your site and to find the content they want to find. Search engines also use links to navigate your site. They won't find a page if there are no links to it.

Internal Link Building

- It's crucial for your site's SEO to evaluate and improve internal linking strategy on a regular basis. It's one of the ways to improve the fitness of your website. By adding the right internal links you make sure Google understands:
 - the relevance of pages;
 - the relationship between pages;
 - and the value of pages.

Invisible Text, Server and Hosting Check,

- ❑ **Invisible Text, Server and Hosting Check,**
- ❑ Hidden text is the textual content that search engines can read, but your visitors cannot read or see. It is also called **Invisible or fake text**.
- ❑ Using such text can improve the ranking of a page, but this technique is against the guidelines of search engines and is considered a black hat SEO technique.

Invisible Text, Server and Hosting Check,

- All major search engines treat hidden text as search spam. They can easily detect their presence and may ban your site temporarily or permanently.

Invisible Text, Server and Hosting Check,

2. Cloaking: It refers to coding webpages in such a way that search engines see one set of content and visitors see the another set of content, i.e. a user searching for "gold price" clicks on a search result "current gold price" and is greeted with a travel and tourism site. This practice is not in accordance with search engines' guidelines which say to create content for users not for the search engines.

3. Hidden Text: The text which search engines can view but readers can't is known as hidden text. This technique is used to incorporate irrelevant keywords and hide text on links to increase keywords. **Hidden Text** prove internal link structure. Some of the ways to hide text are to set the font size to zero, use CSS to set text off-screen, create white text on a white background, etc.

4. Doorway Pages: The poorly written pages which are rich in keywords but don't contain relevant information and focus on the links to redirect users to an unrelated page are called doorway pages. These pages are used by black hat SEO professionals to pass on user traffic to unrelated sites.

5. Article Spinning: It involves rewriting a single article to produce its different copies in such a way that each copy looks like a new article. The content of such articles is repetitive, poorly written and has low value for the visitors. In this technique, such articles are regularly uploaded to create the illusion of fresh articles.

Robots.txt

▣ **Robots.txt**

A robots. txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of Google. To keep a web page out of Google, block indexing with noindex or password-protect the page.

Ex: `Xyz.com/robots.txt`

301 Redirects, 404 Error

- ❑ **301 Redirects, 302 and 404 Error**

301

A 301 redirect is a status code that tells search engines and users the page has permanently moved, and makes sure that they are sent to the correct page. As this is permanent, when a 301 redirect is used it signifies that the content on the page has been moved forever. Users are redirected to a new page, which has replaced the old one.

301 Redirects, 404 Error

□ 302

a 302 redirect is a temporary change that redirects both users and search engines to the desired new location for a limited amount of time, until the redirect is removed.

301 Redirects, 404 Error

□ 404 Error

If a page returns a 404 error code, it means **it doesn't exist**, so Google and other search engines will not index it. ... However, it's not so much the actual 404 pages that hurt SEO, but the links that contain URLs pointing to the 404s. You see, these links create a bad experience. They're called broken links.

