

## How to succeed in SEO

Search Engine Optimization (known as SEO) is an area that concentrates on increasing the quality and quantity of a website's traffic in search engines. It can be divided to organic and paid methods. The organic SEO consist of tehchniques which are free of charge (Wikipedia, 27.5.2020). On the other hand organic SEO can also be defined on-page and off-page SEO (Neil Patel, 27.2.2020). According to other sources there are three SEO types that are on-page, off-page and technical SEO (Alexa blog, 27.5.2020). In this essay I'm concentrating more to the on-page and technical SEO.

" On-page SEO concerns all of Google's ranking factors that they determine by directly looking at the page you try to optimize, such as your headlines, content, and page structure". According to Neil Patel there are three categories for on-page SEO and those are content, HTML and architecture (Neil Patel, 27.2.2020). All of those three fields mentioned above are things you can view and modify by yourself in order to make sure the website of yours is going to rank even better in search engines.

Content is the most important factor of them all. It must be good quality and up to date. It also must go straight to the point and be relevent to the users. While creating the content it's important to think about the keywords, what to use, how and when (Neil Patel, 27.5.2020). Additionally the content should generate conversation and be linkable (Moz, 28.5.2020). In my opinion the content is the key factor and the most crucial thing. It's the reason why people end up and stay in your website and come there again and again.

There are certain parts in HTML code that are important when it comes to on-page SEO. In every page there should be one h1 size title tag. There should always be other title tags as well. Also it's

crucial to write appealing meta description which describes the content of the site and draw user's attention (Neil Patel, 27.5.2020).

The architecture of the page have an influence in users experiences and whether they like the page or not. Well structured page pleases more than a poor one because it's easy to use and navigate throug. The page must be easy to search engines to crawl so they can index the page. Also you should keep in mind that the search engines won't like the dublicate content and it might not work in a way you want. It's also important that the website is mobile friendly and pages are downloading fast. Additionally it's wise to pay attention to the URLs and safety aspects when optimizing the webpage (Neil Patel, 27.5.2020). I would say that responsive and fast sites are succeeding the most at the moment because many people use mobile phones rather than desktop and busy atmosphere is continuously present. On top of that people have already used to get fast what they want and poorly performing sites are not going to please them. Also they know that there must be same kind of content available somewhere else so they are not that dependent the one site they are trying to access.

Currently there are some tools you can use while optimizing the on-page and technical SEO. You can use for example keyword search volume tool to find the best keywords for you and anaytics to see better what is working and what's not. Besides it might be beneficial to look what others especially your rivals are doing so you can get some tips from them.

All in all there are three main categories you should concentrate on while optimizing the on-page and technical SEO of your webpage. I would say that these things that I mentioned above are the most common ones but however there might be some other valuable and excellent ways you could use in order to make your site even more better and high-ranking. Also I think these methods might change and vary at least a bit during the time because search algorithms are as well improving and changing and that might open a new way of being succesful when it comes to ranking in search engines.

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