On page seo

1. Title Tag

The **title tag** is one of the most important On-Page SEO elements because it tells both search engines and users what the page is about. It's what appears as the clickable headline in search engine results.

- **Recommended Word Count**: **50-60 characters** (or around 6-8 words).
  - **Reason**: Google typically shows around 50-60 characters in the search results. If the title is too long, it may get cut off.
- **Best Practices**:
  - Use **primary keywords** toward the beginning.
  - Keep it descriptive, engaging, and relevant to the page content.
  - Avoid **keyword stuffing** (don't repeat the same keyword too much).

Example of a Well-Optimized Title Tag:

html

Copy

```
<title>Best Vegan Chocolate Cake Recipe | Easy & Delicious</title>
```

- This title is 8 words long (55 characters) and contains the main keyword "Vegan Chocolate Cake Recipe" at the beginning.

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2. Meta Description

The **meta description** is a short summary of the page's content that appears below the title in search results. While it does not directly impact rankings, it plays a major role in **click-through rate (CTR)**.

- **Recommended Word Count**: **150-160 characters**.
  - **Reason**: This is the optimal length for a meta description, as it allows for a clear and concise summary of the page's content without getting cut off.
- **Best Practices**:
  - Include **primary keywords**.
  - Keep it **engaging** and **informative** to encourage users to click on your result.
  - Include a **call-to-action** (e.g., "Learn more," "Get started," etc.), if possible.

Example of a Well-Optimized Meta Description:

html

Copy

```
<meta name="description" content="Looking for the perfect vegan chocolate cake recipe? Try this easy
and delicious recipe made with simple ingredients. Perfect for all occasions.">
```

- This meta description is **158 characters** long and uses relevant keywords like "vegan chocolate cake recipe" while providing a compelling reason to click.

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3. URL Structure

The **URL** is important for both search engines and users to understand what the page is about. A clean, descriptive URL helps improve rankings and is easier to remember and share.

- **Recommended Word Count**: **3-5 words**.

  - **Reason**: Short, clean URLs are easier to read and understand. Google and users prefer simple and clear URLs.

- **Best Practices**:

  - Include the **main keyword** in the URL.

  - Use **hyphens** (-) to separate words (avoid underscores).

  - Keep it **short** and **descriptive**.

Example of a Well-Optimized URL:

plaintext

Copy

> ⊕ **https://www.example.com/vegan-chocolate-cake-recipe**
>
>   https://www.example.com/vegan-chocolate-cake-recipe

- This URL is short (5 words), contains the primary keyword "vegan chocolate cake recipe," and is easy to understand for both search engines and users.

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4. Heading Tags (H1, H2, H3...)

Heading tags organize your content into sections, helping both search engines and users understand the structure and main topics of your page. **H1** is the most important heading, usually used for the main title of the page.

- **Recommended Word Count** for H1 (Main Title): **5-7 words**.

  - **Reason**: The **H1** tag should clearly describe the main content of the page and include the primary keyword. 5-7 words is a sweet spot to be concise but descriptive.

- **Recommended Word Count for H2 (Subheadings)**: **2-4 words**.

  - **Reason**: Subheadings (H2, H3, etc.) should be short and relevant to the section content.

Example of Heading Tags:

html

Copy

```
<h1>Vegan Chocolate Cake Recipe</h1><h2>Ingredients</h2><h3>Dry Ingredients</h3><h3>Wet
Ingredients</h3><h2>Instructions</h2>
```

- The **H1** clearly states the page's topic, which is the main keyword.

- The **H2** and **H3** tags are used to break the content into sections and subsections.

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5. Keyword Usage in Content

Using **keywords** naturally within the content helps search engines understand what the page is about and improve its relevance to search queries.

- **Recommended Keyword Density**: **1-2%**.

  - **Reason**: You don't want to over-optimize (keyword stuffing) but also want to ensure that your primary and secondary keywords are included in the content.

  - For every 100 words, aim to use your target keyword 1-2 times.

Example of Keyword Usage in Content:

html

Copy

```
<p>Our vegan chocolate cake recipe is not only delicious but also easy to make. It's perfect for those looking for a dairy-free, egg-free dessert.</p>
```

- The keyword "vegan chocolate cake recipe" is used naturally in the content.

- Secondary keywords like "dairy-free" and "egg-free" are also included.

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6. Internal Linking

Internal links help search engines discover more pages on your site and improve navigation for users.

- **Recommended Word Count for Anchor Text**: **2-4 words**.

  - **Reason**: The anchor text (the clickable text in the link) should be descriptive and concise. It's best to avoid long, overly detailed anchor texts.

Example of Internal Linking:

html

Copy

```
<a href="/vegan-desserts">Explore more vegan dessert recipes</a>
```

- The anchor text "vegan dessert recipes" is relevant and concise.

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7. Image Alt Text

Alt text describes what an image is about and is used by search engines to understand the content of images. It's also important for **accessibility**.

- **Recommended Word Count for Alt Text**: **5-10 words**.

  - **Reason**: Alt text should be concise but descriptive enough to explain what the image is.

Example of Image Alt Text:

html

Copy

```
<img src="vegan-chocolate-cake.jpg" alt="Vegan chocolate cake with frosting" />
```

- The alt text is **7 words** long and provides a clear, descriptive explanation of the image.

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8. Content Length

Content length can vary depending on the topic, but **longer content** (typically over **1,000 words**) tends to rank better because it can cover a topic more thoroughly. However, the key is **quality** over quantity.

- **Recommended Content Length**: **1,000+ words** (for detailed blog posts).

  - **Reason**: Longer content often provides more value, answers more questions, and is more likely to be shared or linked to, which can improve rankings.

Summary of Recommended Word Counts

	Element	Recommended Word Count
1	**Title Tag**	50-60 characters (6-8 words)
2	**Meta Description**	150-160 characters
3	**URL Structure**	3-5 words
4	**H1 (Main Heading)**	5-7 words
5	**H2 (Subheadings)**	2-4 words
6	**Keyword Density**	1-2% of content (1-2 times per 100 words)
7	**Internal Linking (Anchor Text)**	2-4 words
8	**Image Alt Text**	5-10 words
9	**Content Length**	1,000+ words (for in-depth content)

By following these recommendations, you'll ensure your On-Page SEO is optimized to give you the best chances of ranking higher in search engine results, while also making your content easier to read and more appealing to users.