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Digital Marketing Project

[How to Build and Execute the On-Page SEO for your Website]

Submitted by:

1. **KALPANA SHREE V**   **AU613020104032**
2. **INDHUJAA T**   **AU613020104027**
3. **GAYATHRI E**   **AU613020104020**
4. **MAHESHWARI V**   **AU613020104043**

BE - Computer Science and Engineering

Vivekanandha College of Technology for Women

Namakkal - 637205

PROJECT TITLE

How to Build and Execute the On-Page SEO for your Website

TABLE OF CONTENTS:

1.CREATING A BRAND

1.1 Brand Name

SpicyXfoody

SpicyXfoody is a website where we upload Spicy food informations and also detailed recipes for them.

1.2 Brand Logo

2. CREATING A MAIL ID AND WEBSITE FOR THE BRAND

2.1 Mail Id for the Brand

spicyXfoody@gmail.com

2.2 Website for the Brand

https://spicyxfoody.blogspot.com

This website was created in Blogspot for blogging purposes. This website is totally made for providing food information across all the Indian and International Cuisines with Recipes.
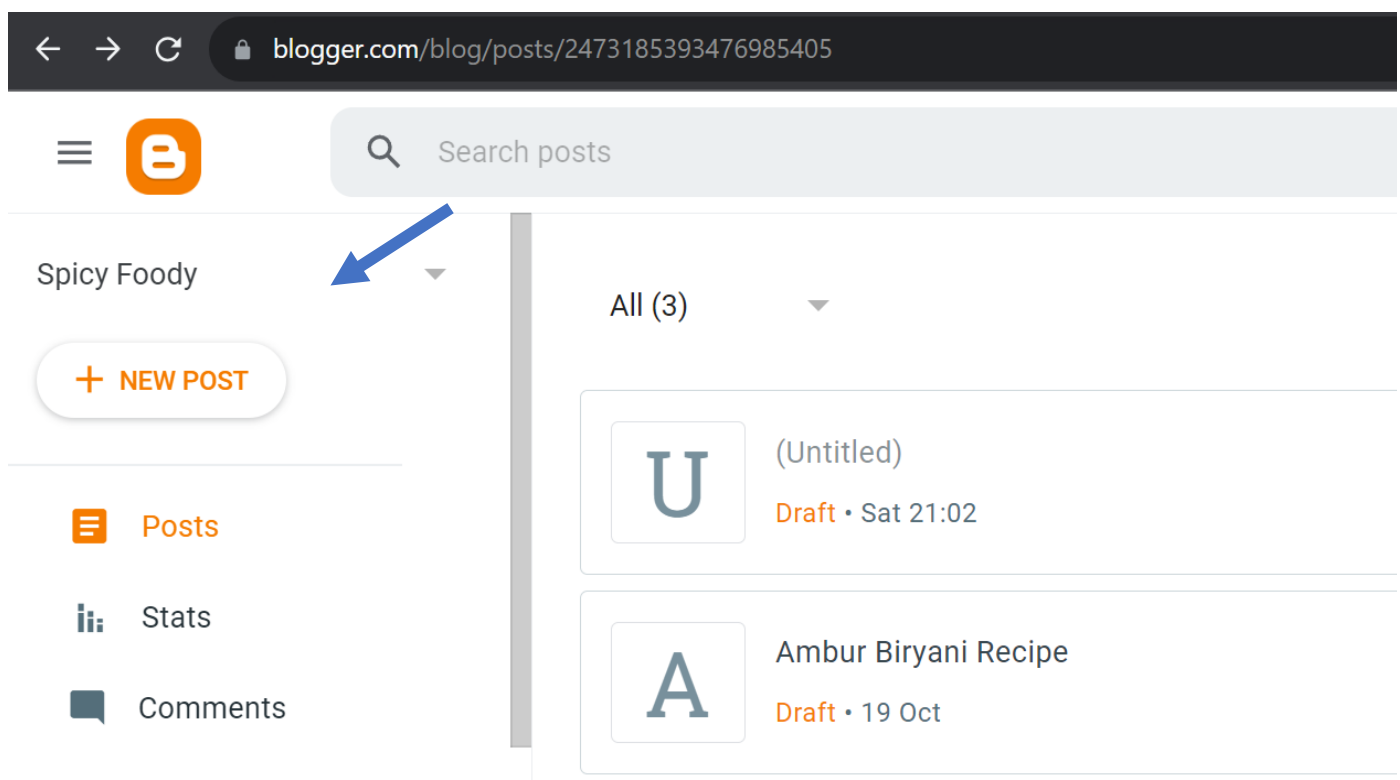
3. BUILDING ON-PAGE SEO

3.1 Choosing the Blog Content

- As a first step in the blogging is to choose what content we need to talk about. So we choose to talk about "Types of Biryani" in our website as a first post.

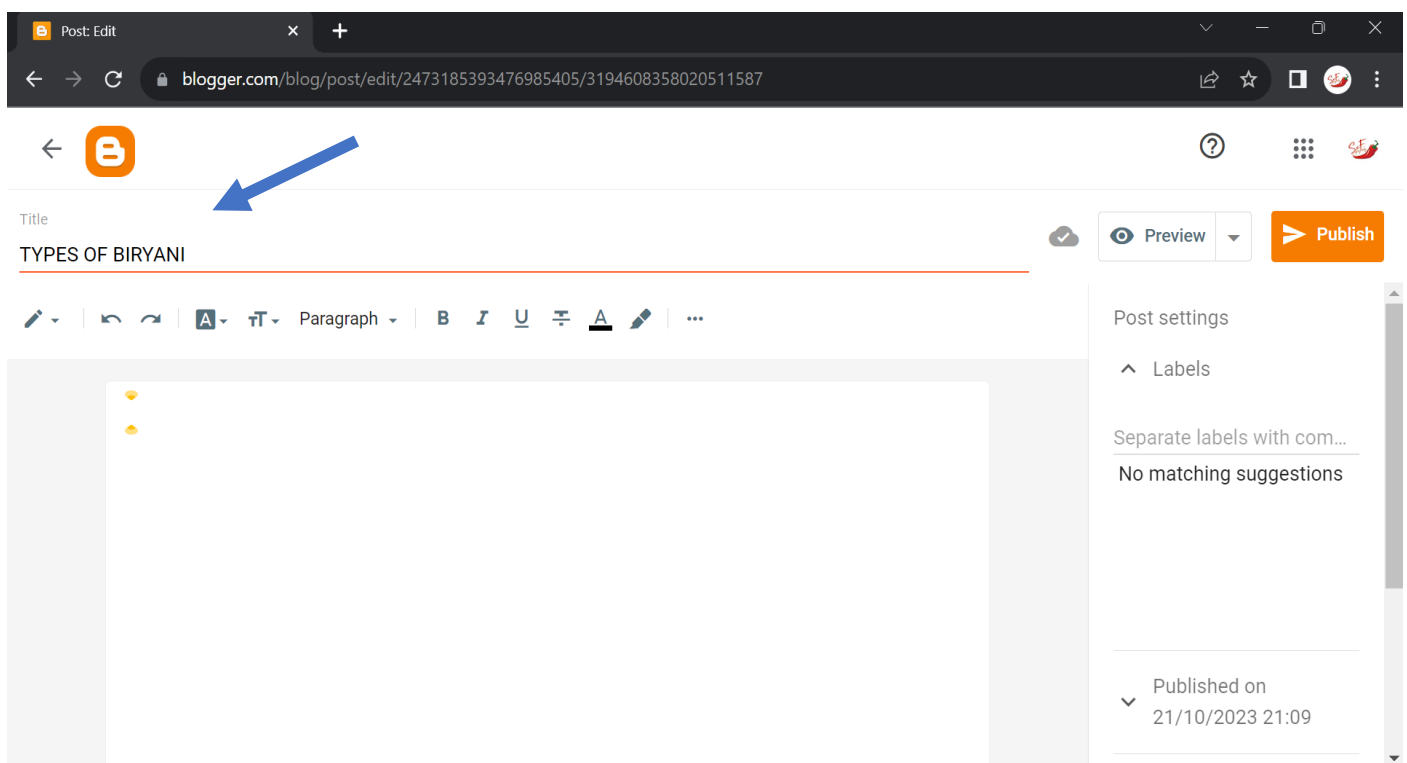- In this blog, We are giving a Quality Content called Types of Biryani which would compose about 8 varieties in it.

- And then we started creating a new post in blogspot using "+ new post" icon.
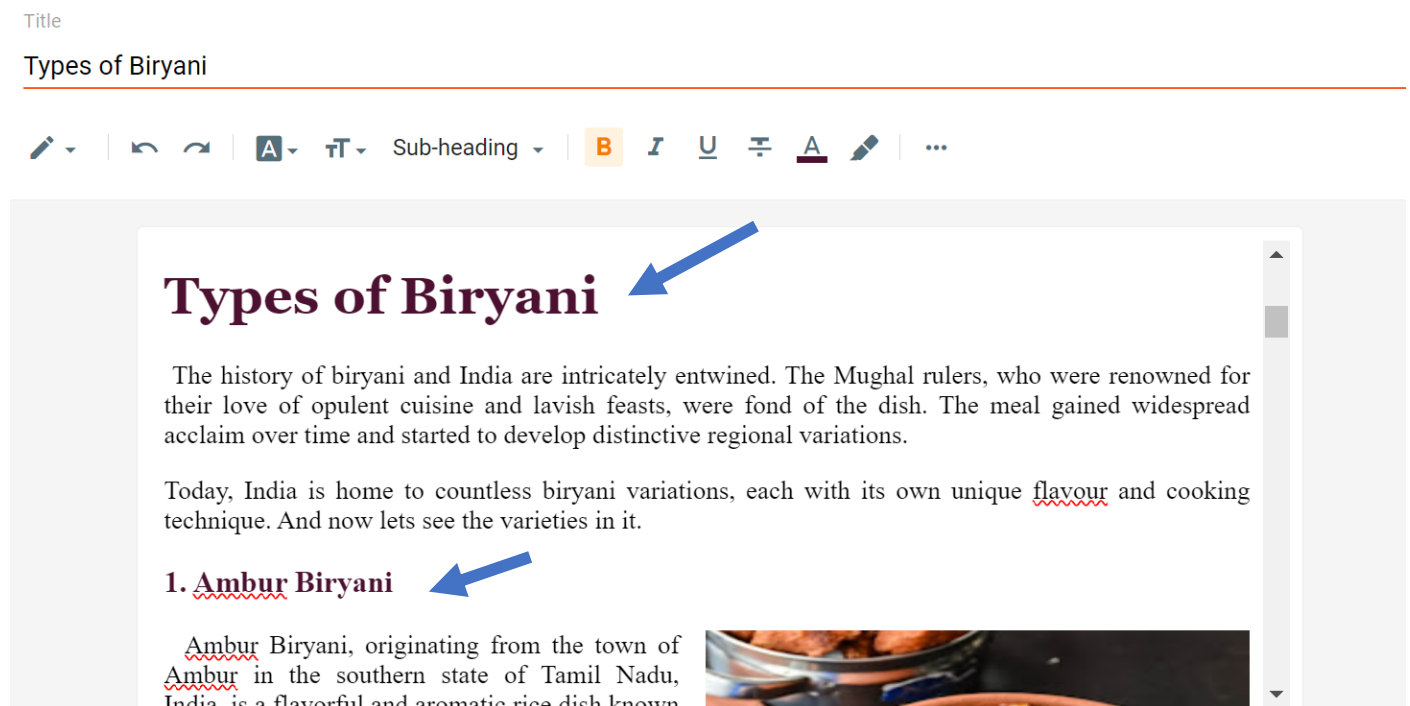
3.2 Page Title also known as Title Tags

- The next step in SEO blogging is to create a perfect title that is more reliable to the Search Engine Optimisation.

- Here, as already mentioned earlier the title for this Quality blog would be "TYPES OF BIRYANI"
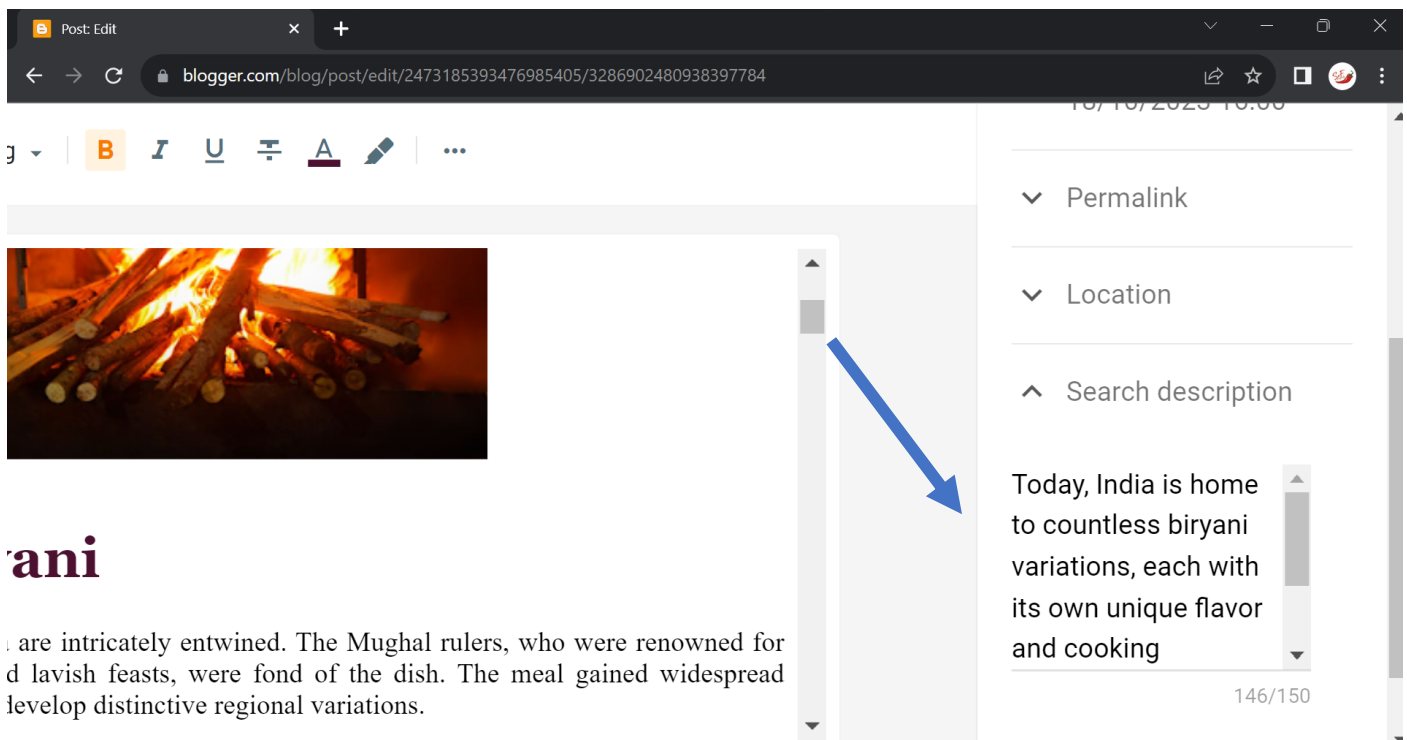
3.3 Headers

- The Headers are the most crucial for On-Page Optimisation. The Header Tags (H1,H2,etc.) are used to structure the content.

- The H1 tags will contain the Main topic, followed by H2, H3, etc., as subtopics.

- Here in the above picture, the Headings and Subheadings are sized differently for better understanding and also for SEO.
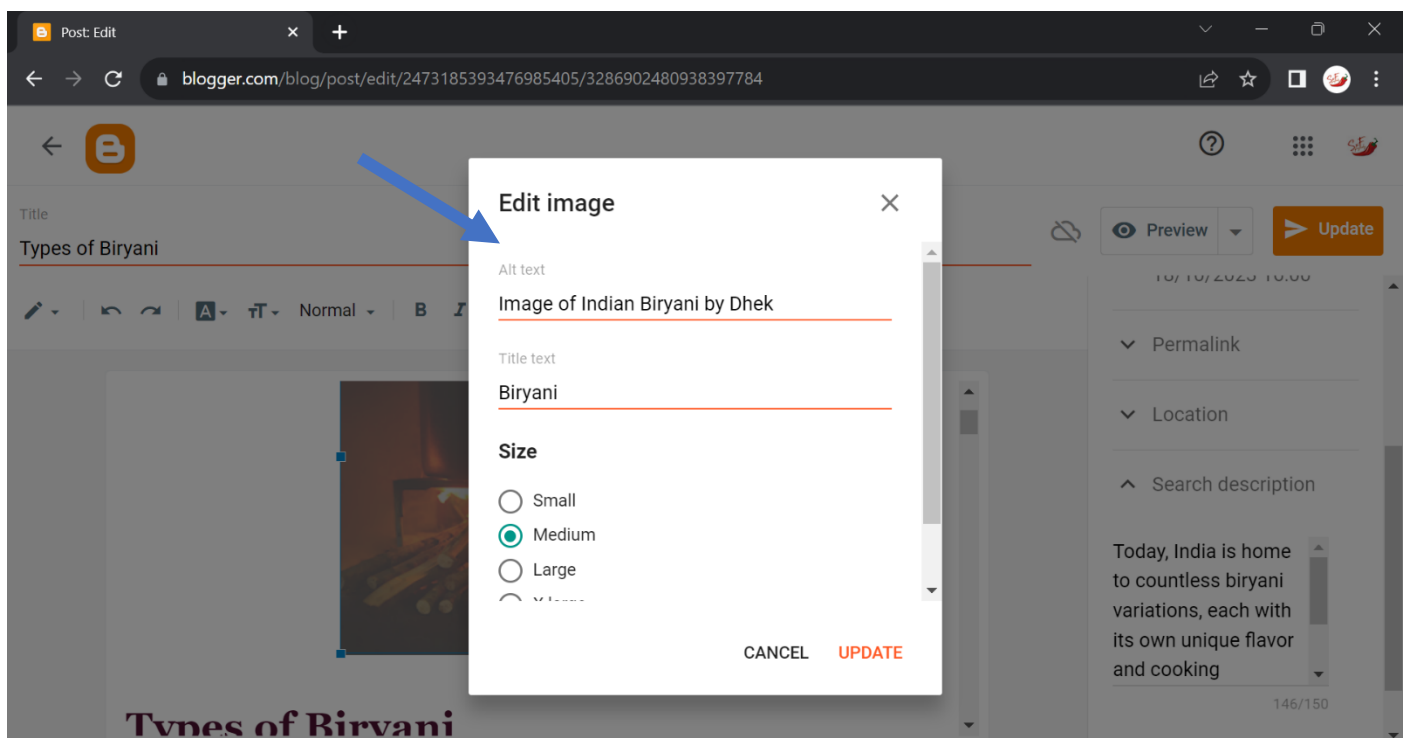
3.4 Meta Descriptions

- Meta Descriptions are crucial on-page optimization element for Search Engine Optimization.

- A Meta Description is a short snippet that summarizes the content of a webpage. It appears in search engine results, helping users decide whether to click on the link.

- Here in this above picture, we can see that the meta descriptions are written in the description box.
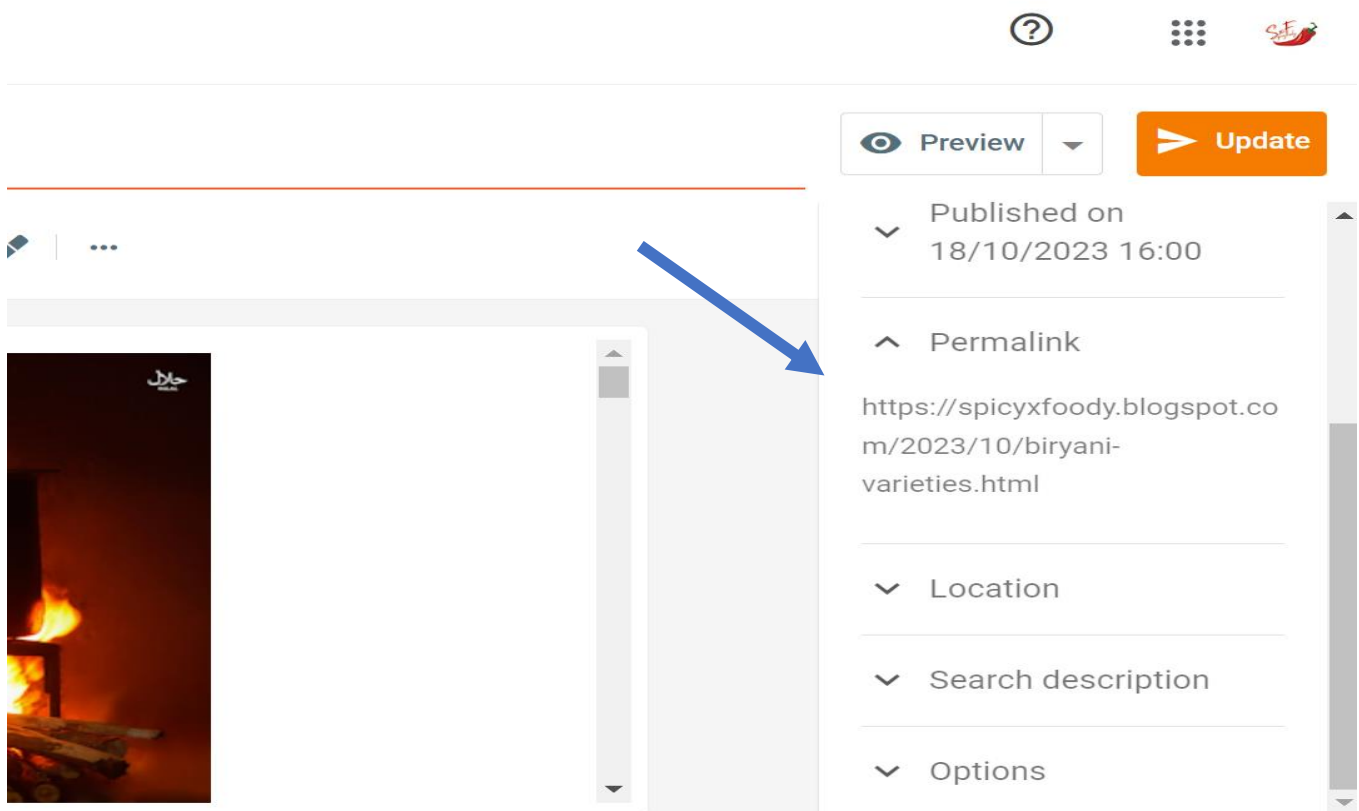
3.5 Image Alt – text

- Image Alt-text, also known as alt attributes or alt tags, is an essential element of On-Page SEO optimization.

- Alt-text provides a textual description of images on a web page for several reasons.

- Search Engine uses alt-text to understand the content of images. Also when the images cannot load to the users, the Alt-text will help the readers to understand the content of the image.
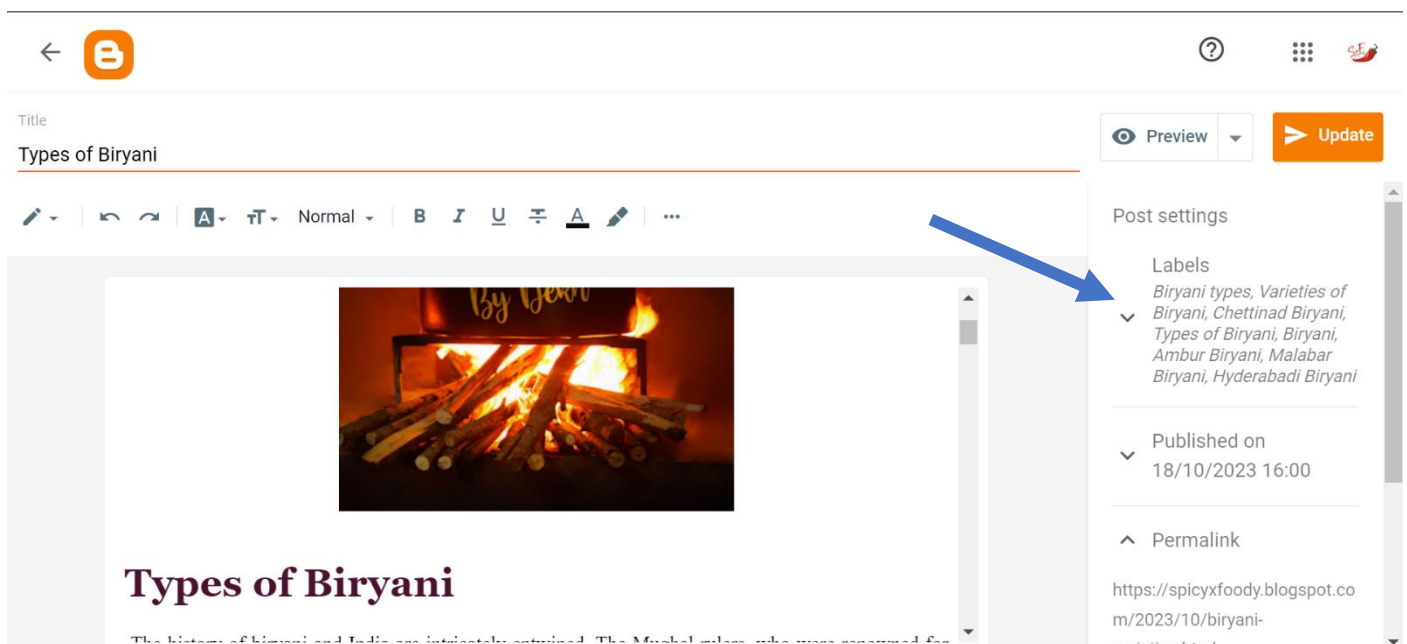
3.6 Page URL

- The URL of the page plays an important role in On-Page optimization. The URL must be Descriptive and Relevant to the context of the page.

- The URL must be short and clean, free from unnecessary symbols, numbers and any special characters.

- Hyphens can be used to separate the words in the URL, as search engines recognize them as word separators.

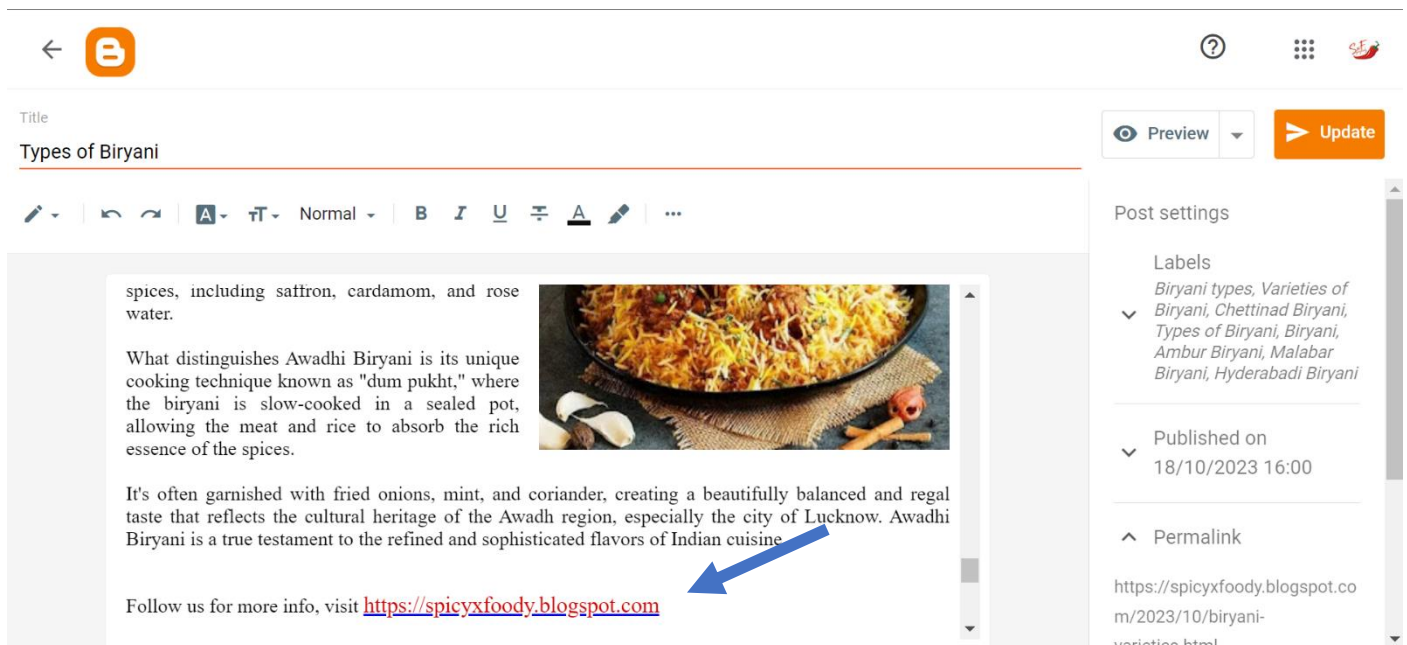- In blogspot, we can change the page URL using permalink option.

3.7 Labels

-    In On-Page optimization labels refer to various elements and attributes that can be used to enhance the visibility of our content.

- Optimizing the labels are essential for On-Page optimization as it helps search engines understand the content and rank them appropriately in search results.

- In blogspot, labels can be created in the labels section. We can create n number of labels for better reach for the content.

3.8 Internal Links

- Internal Links are an essential part in SEO optimization. They refer to the hyperlinks within the website that leads the user to the another page.

- Internal Links makes it easier for users to navigate your website by enhancing their experience.

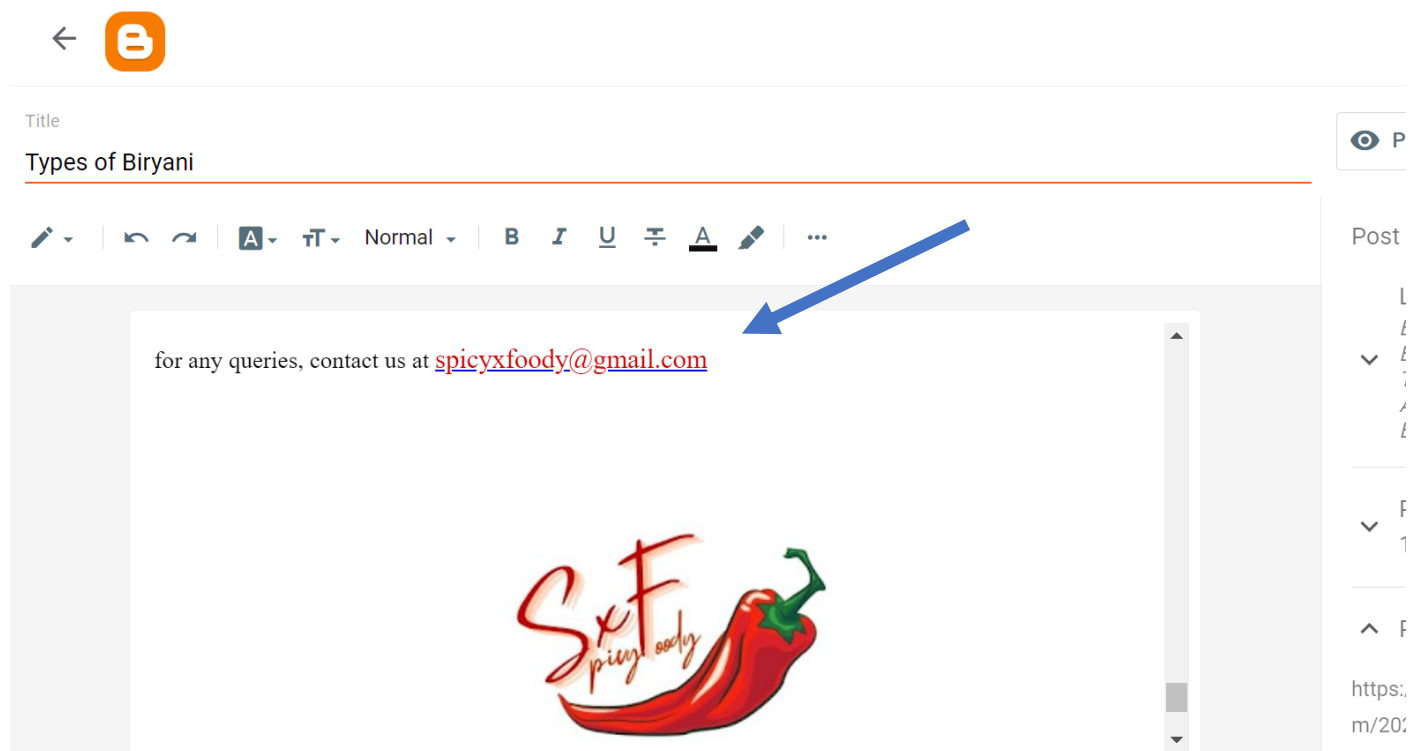- Also engaging internal links will keep the user on our site longer by reducing the bounce rates.

- Here, the link to our website is given in the footer of the blog which takes the user to main page of the website to view more blogs.

3.9 External Links

- The External links also known as outbound links are an important aspect to consider in SEO optimization.

- The External links that are included in the web page should be relevant to the context of the page Linking to authoritative websites will enhance the page's credibility in the eyes of the search engine.
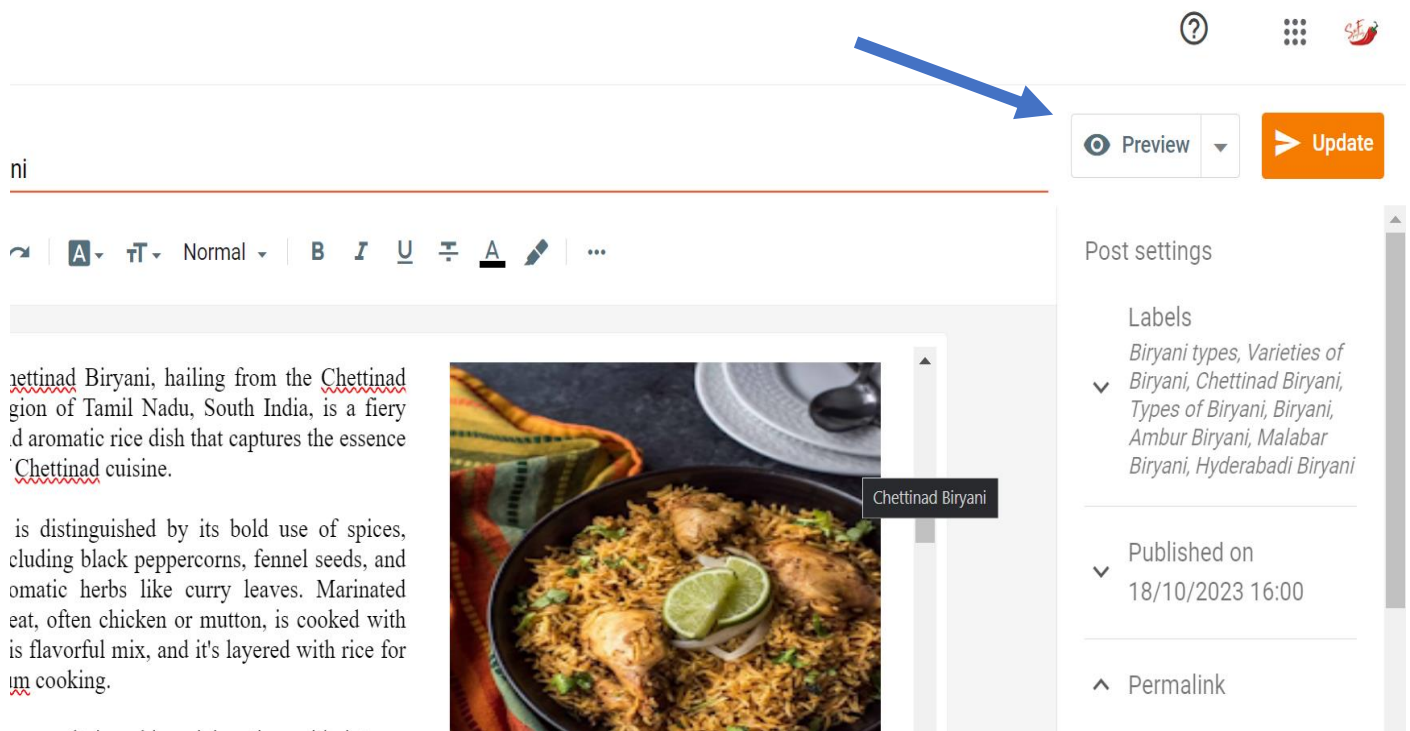
- We can also link our brand E-mails to get in touch with the users for any queries and suggestions.

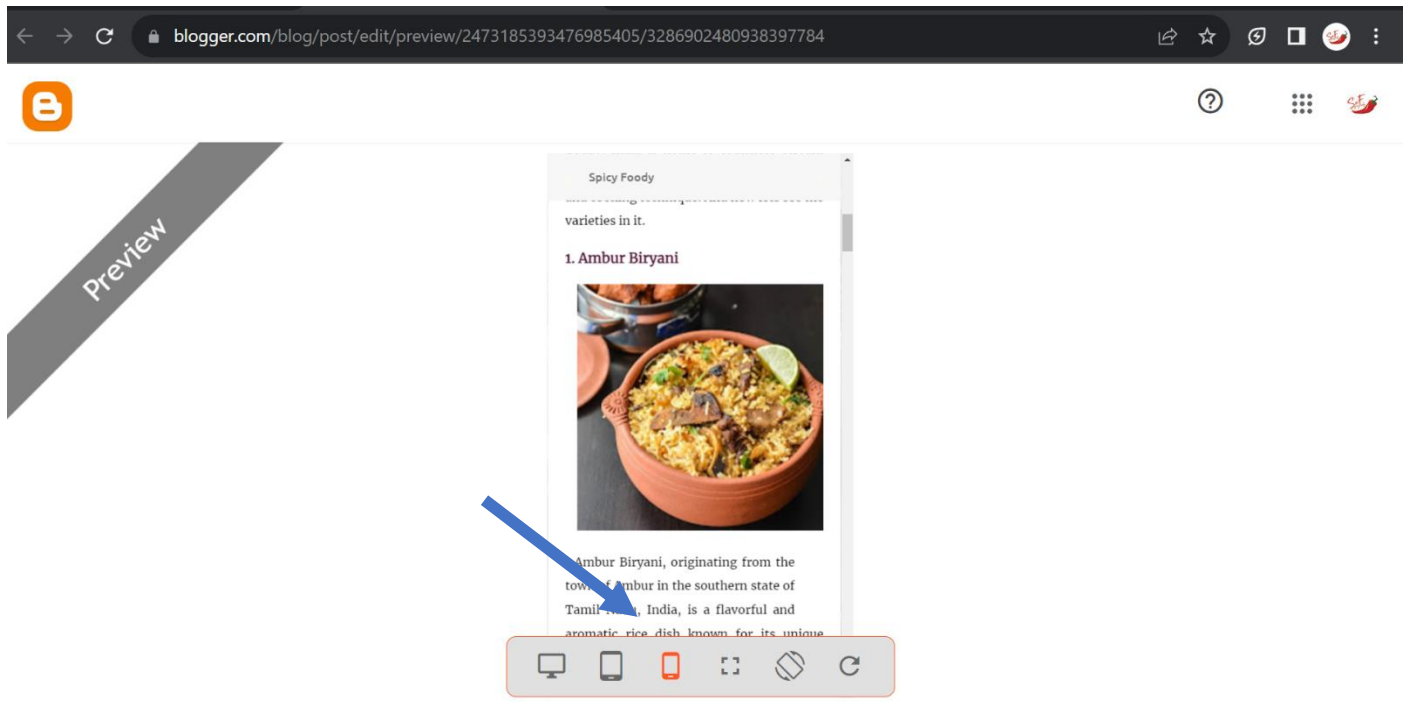- Here we used the brand E-mail as the external link.

3.10 Mobile Responsiveness

- Mobile Responsiveness is a crucial aspect of on-page optimization for websites.

- It involves designing and optimizing the web pages to ensure they function and display well on mobile devices and tablets.

- In blogspot, we can check them by using Preview option.
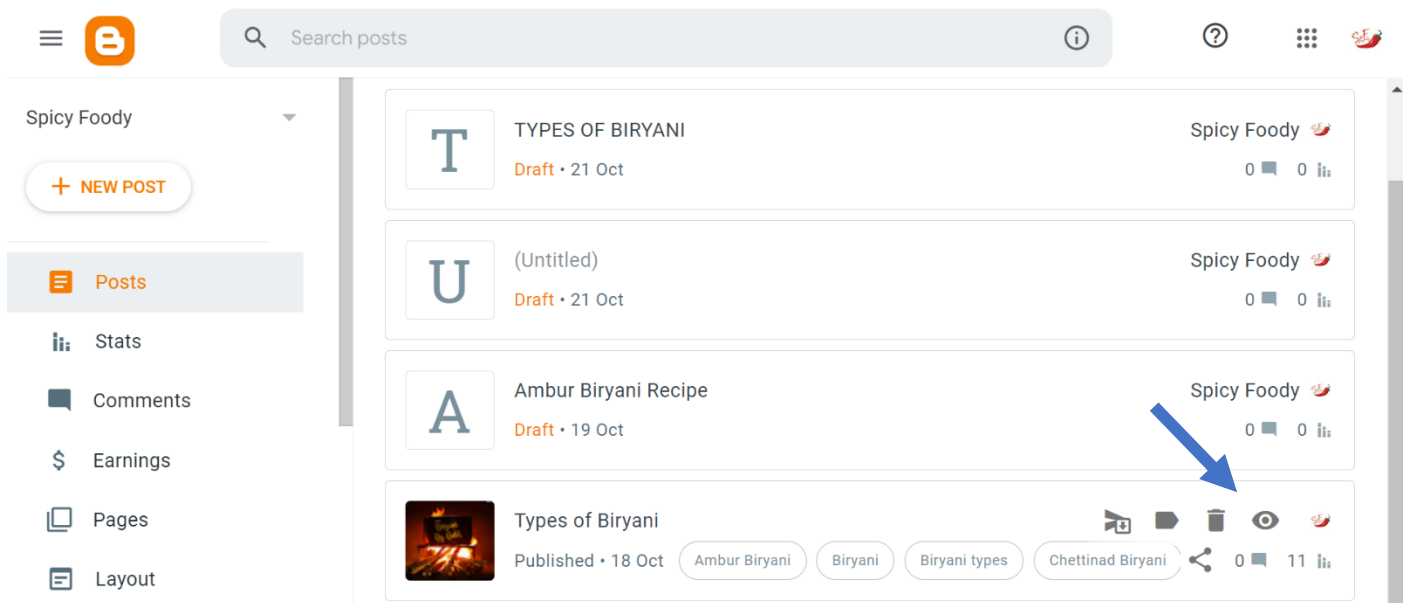

- After clicking the preview, we can select devices to view the responsiveness of those devices.

- In the below picture, we selected mobile phone option to view the effectiveness of the web page in mobile devices.

3.11 View Counts for the page

- We can see the view counts by clicking the Eye icon in the blogspot home page.

4. CONCLUSION

- So far we have created a documentation for the steps involved in the On-Page SEO for the website.

- The On-page optimization is a crucial component for the successful SEO strategy. By meticulously fine-tuning website content, meta tags, URLs, and other on-page elements drive more organic traffic to the website.

- In conclusion, on-page optimization is a ongoing process that, when executed effectively, can significantly boost a website's search engine rankings and overall online presence.