



Digital Marketing Project

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

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PROJECT TITLE

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

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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

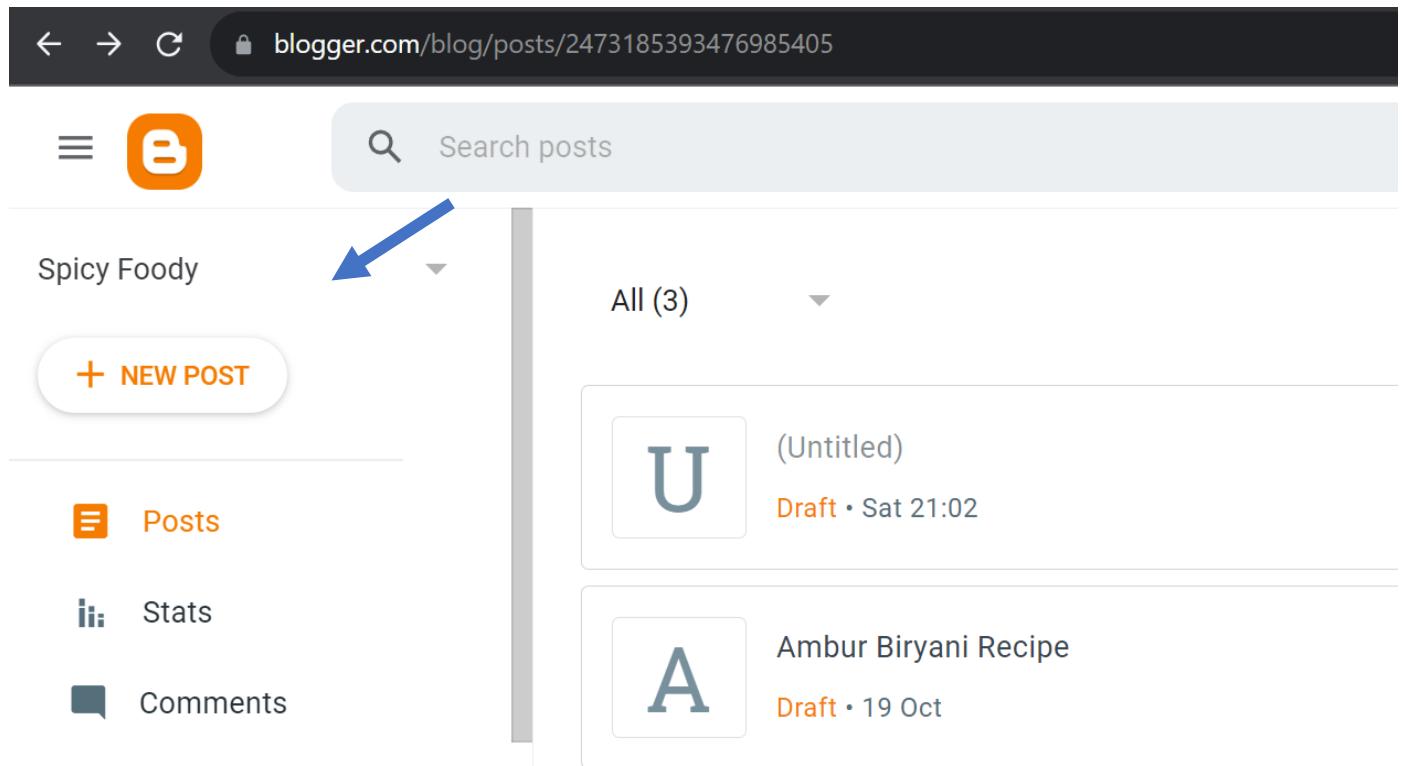
https://spicyxfoody.blogspot.com

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

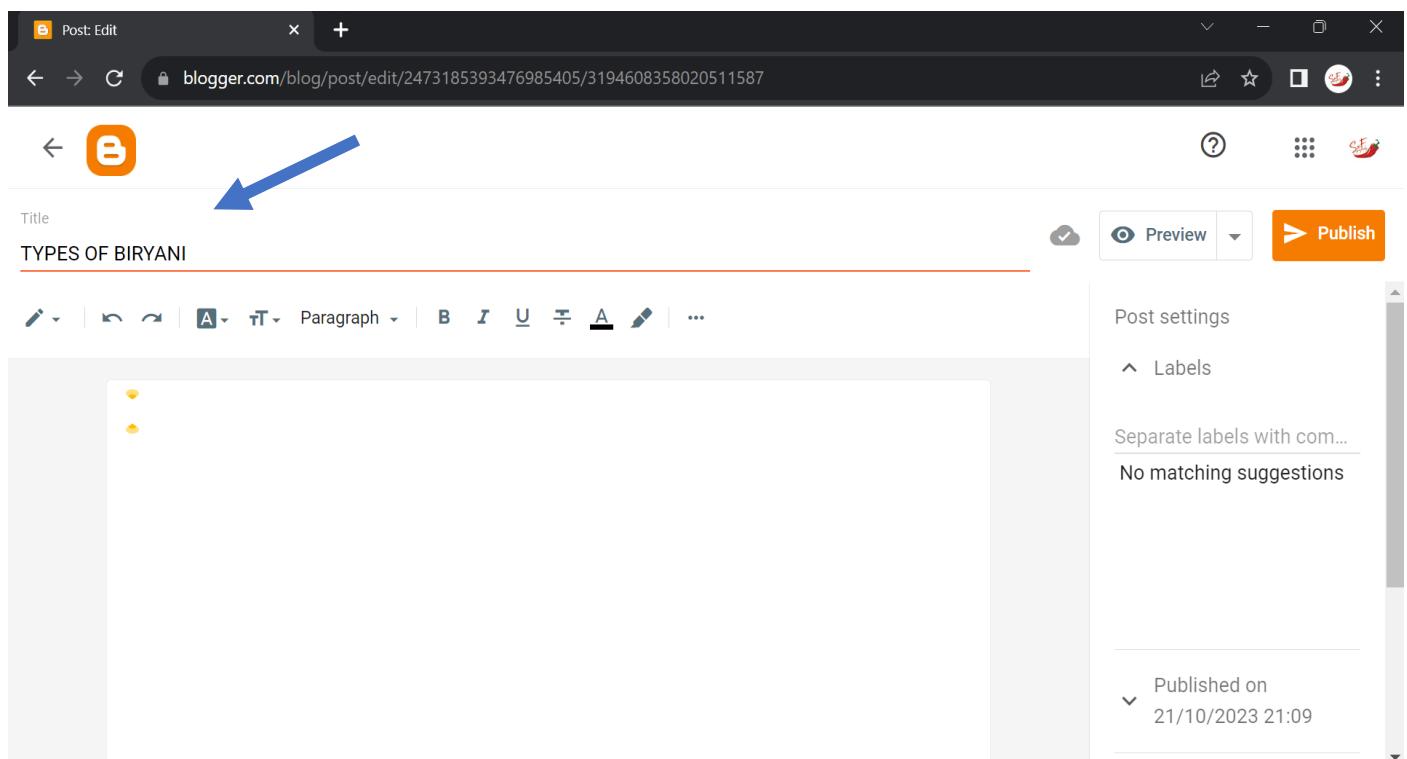
3.1 Choosing the Blog Content

- 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.

Title
Types of Biryani

Sub-heading | **B** *I* U \neq **A** | ...

Types of Biryani

The history of biryani and India are intricately entwined. The Mughal rulers, who were renowned for their love of opulent cuisine and lavish feasts, were fond of the dish. The meal gained widespread acclaim over time and started to develop distinctive regional variations.

Today, India is home to countless biryani variations, each with its own unique flavour and cooking technique. And now lets see the varieties in it.

1. Ambur Biryani

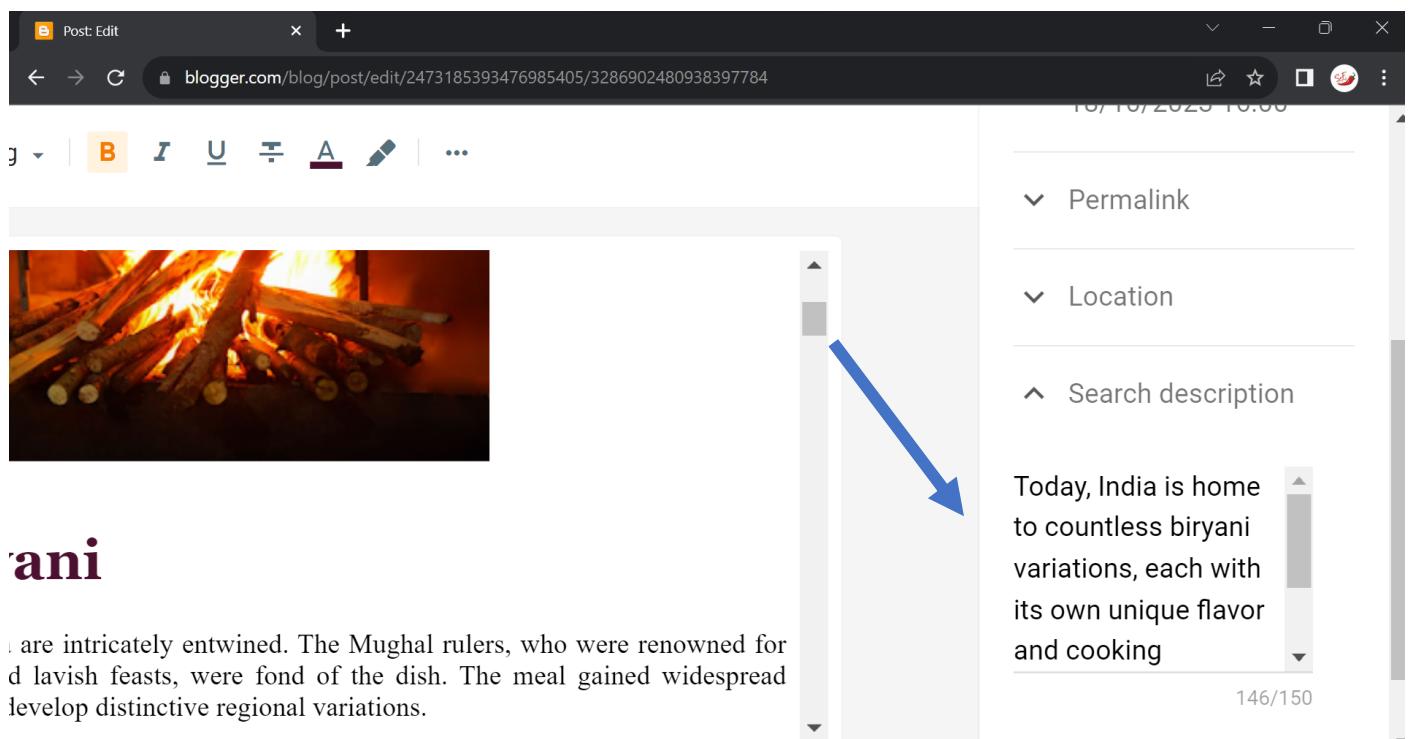
Ambur Biryani, originating from the town of Ambur in the southern state of Tamil Nadu, India is a flavorful and aromatic rice dish known

- 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.



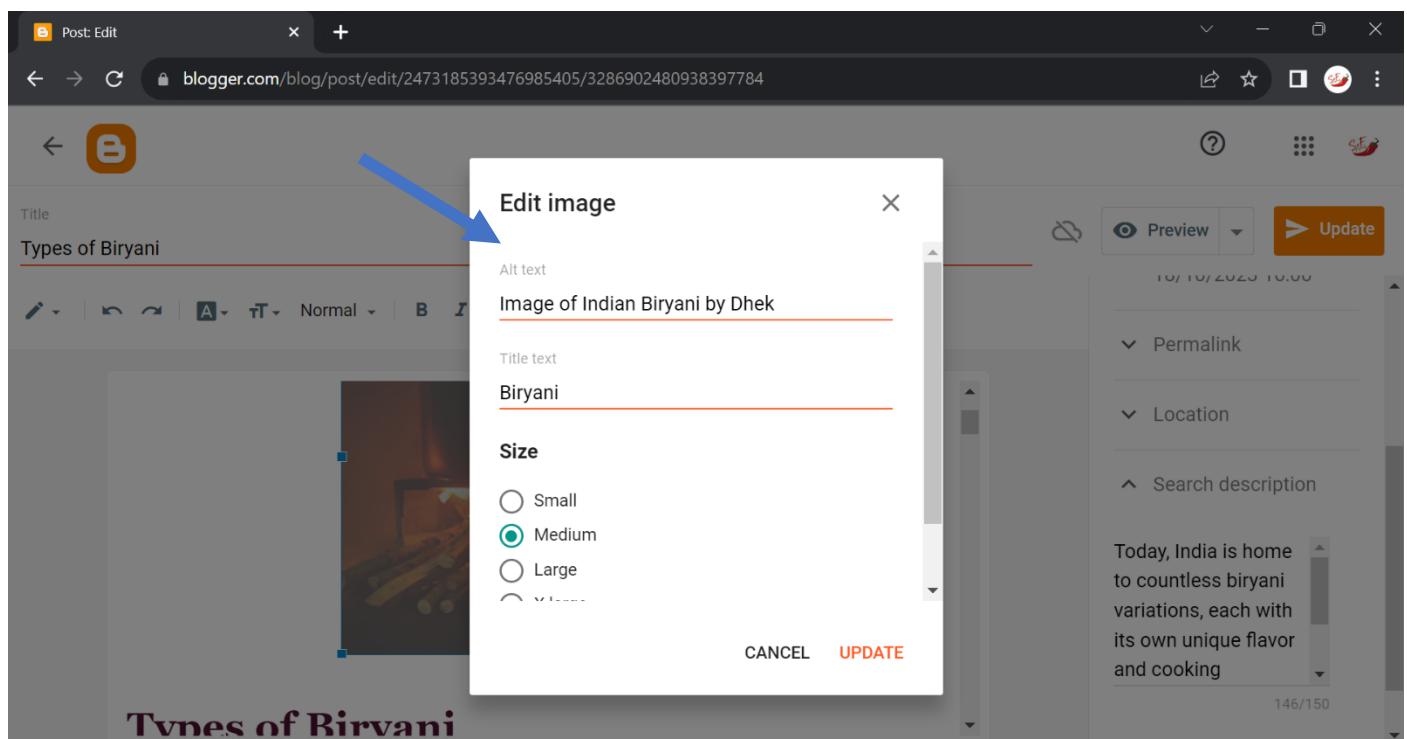
ani

are intricately entwined. The Mughal rulers, who were renowned for d lavish feasts, were fond of the dish. The meal gained widespread develop distinctive regional variations.

- Here in this above picture, we can see that the meta descriptions are written in the description box.

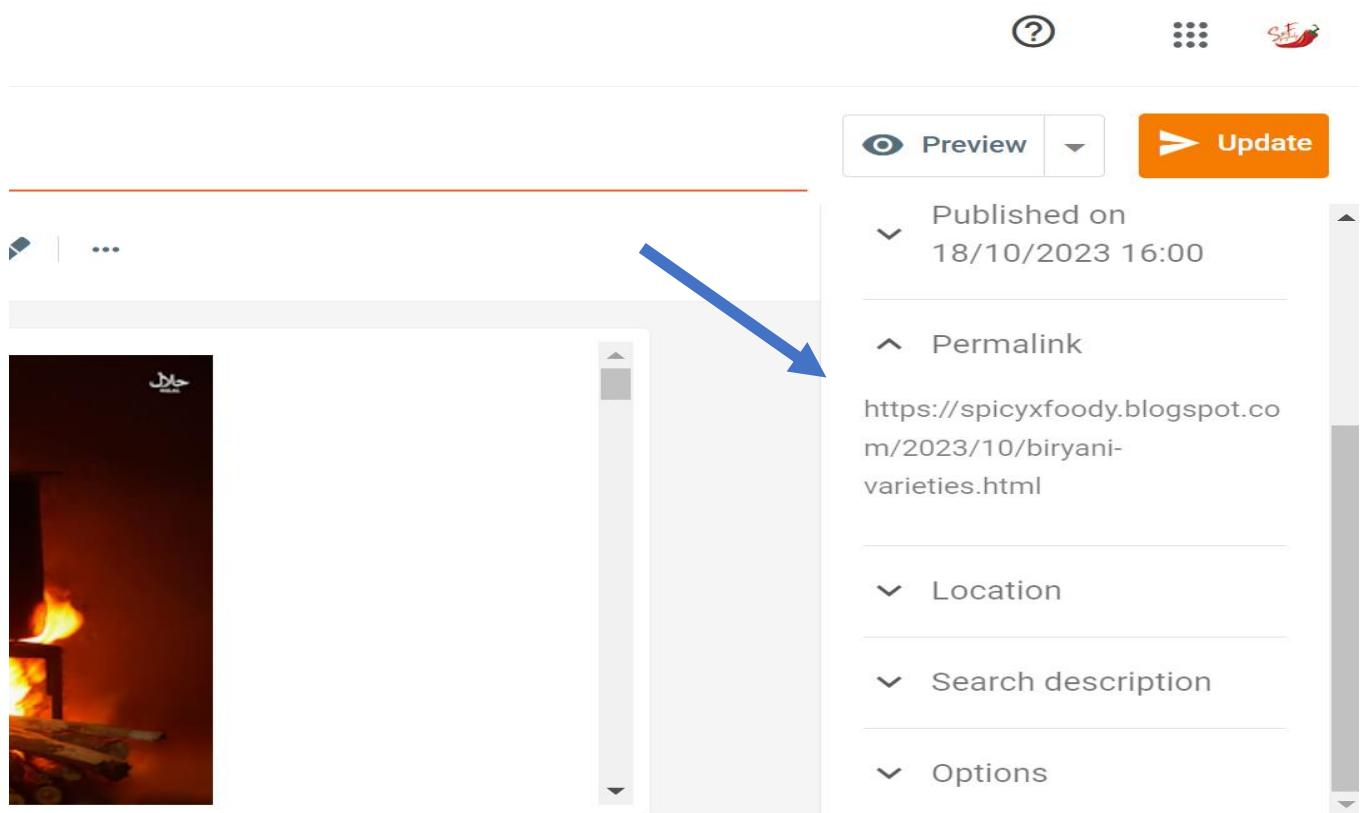
3.5 Image Alt – text

- 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

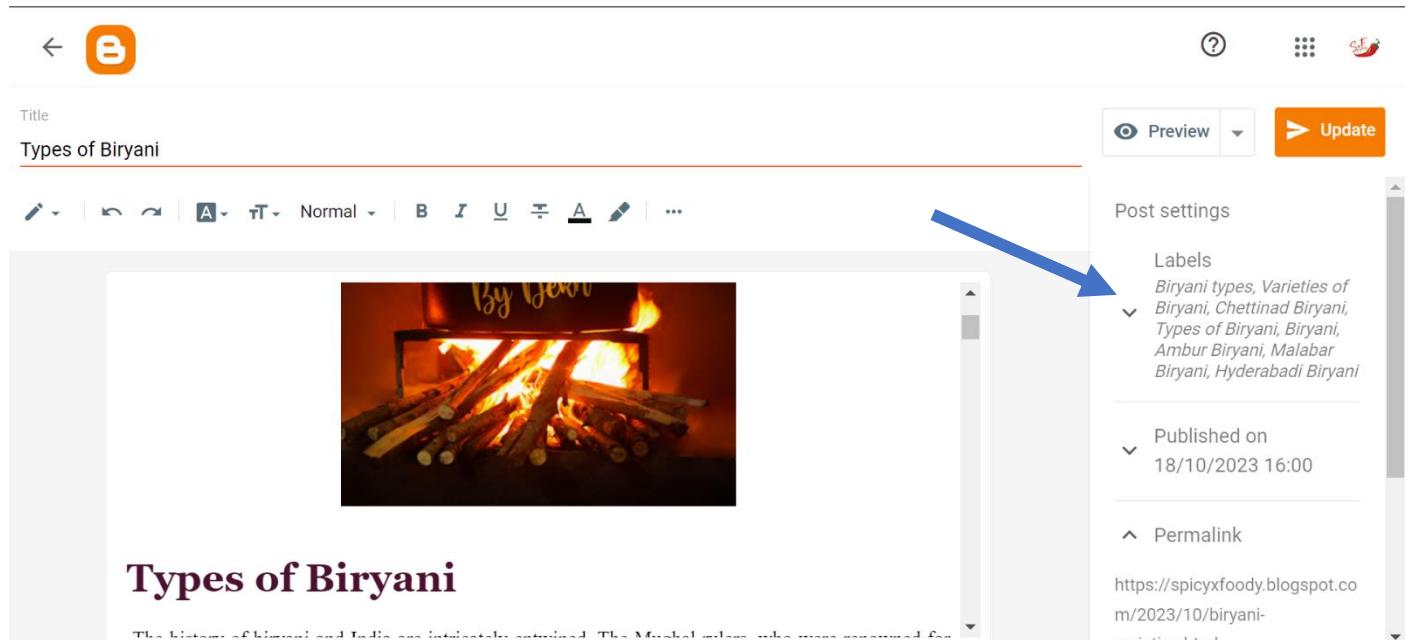
- The URL of the page plays an important role in On-Page optimization. The URL must be Descriptive and Relevant to the context of the page.
- The URL must be short and clean, free from unnecessary symbols, numbers and any special characters.
- Hyphens can be used to separate the words in the URL, as 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 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.

The screenshot shows a blog editor interface with the following details:

- Title:** Types of Biryani
- Post settings:** Preview, Update
- Labels:** Biryani types, Varieties of Biryani, Chettinad Biryani, Types of Biryani, Biryani, Ambur Biryani, Malabar Biryani, Hyderabadi Biryani
- Published on:** 18/10/2023 16:00
- Permalink:** https://spicyxfoody.blogspot.com/2023/10/biryani-varieties.html

The main content area contains the following text and image:

spices, including saffron, cardamom, and rose water.

What distinguishes Awadhi Biryani is its unique cooking technique known as "dum pukht," where the biryani is slow-cooked in a sealed pot, allowing the meat and rice to absorb the rich essence of the spices.

It's often garnished with fried onions, mint, and coriander, creating a beautifully balanced and regal taste that reflects the cultural heritage of the Awadh region, especially the city of Lucknow. Awadhi Biryani is a true testament to the refined and sophisticated flavors of Indian cuisine.

Follow us for more info, visit <https://spicyxfoody.blogspot.com>

A blue arrow points from the text "Follow us for more info, visit <https://spicyxfoody.blogspot.com>" to the URL in the text.

- 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.

The screenshot shows a WordPress editor interface. At the top, there's a toolbar with various icons for text styling and media. Below the toolbar is a title field containing "Types of Biryani". In the main content area, there's a text editor with a red border. Inside the editor, the text "for any queries, contact us at spicyxfoody@gmail.com" is written. A blue arrow points from the text "spicyxfoody@gmail.com" to the "P" icon in the top right corner of the editor, which likely stands for "Post". To the right of the editor, there's a sidebar with a "Post" tab and some other settings. At the bottom right, there's a URL "https://m/20...".

- 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.

A screenshot of a blogspot post editor. At the top right, there are three small icons: a question mark, a grid, and a red chili pepper. Below them is a row of buttons: 'Preview' (highlighted with a blue arrow), 'Update', and a 'Post settings' button. To the left of the preview button is a 'Labels' section containing several tags. On the far left, there's a toolbar with various text and image editing tools. The main content area shows a bowl of Chettinad Biryani with a lime wedge, with the text 'Chettinad Biryani' overlaid. The post content itself describes Chettinad Biryani as a fiery aromatic rice dish from Tamil Nadu.

ni

Normal | B I U A ...

Chettinad Biryani, hailing from the Chettinad region of Tamil Nadu, South India, is a fiery and aromatic rice dish that captures the essence of Chettinad cuisine.

is distinguished by its bold use of spices, including black peppercorns, fennel seeds, and aromatic herbs like curry leaves. Marinated meat, often chicken or mutton, is cooked with a flavorful mix, and it's layered with rice for um cooking.

Chettinad Biryani

Labels

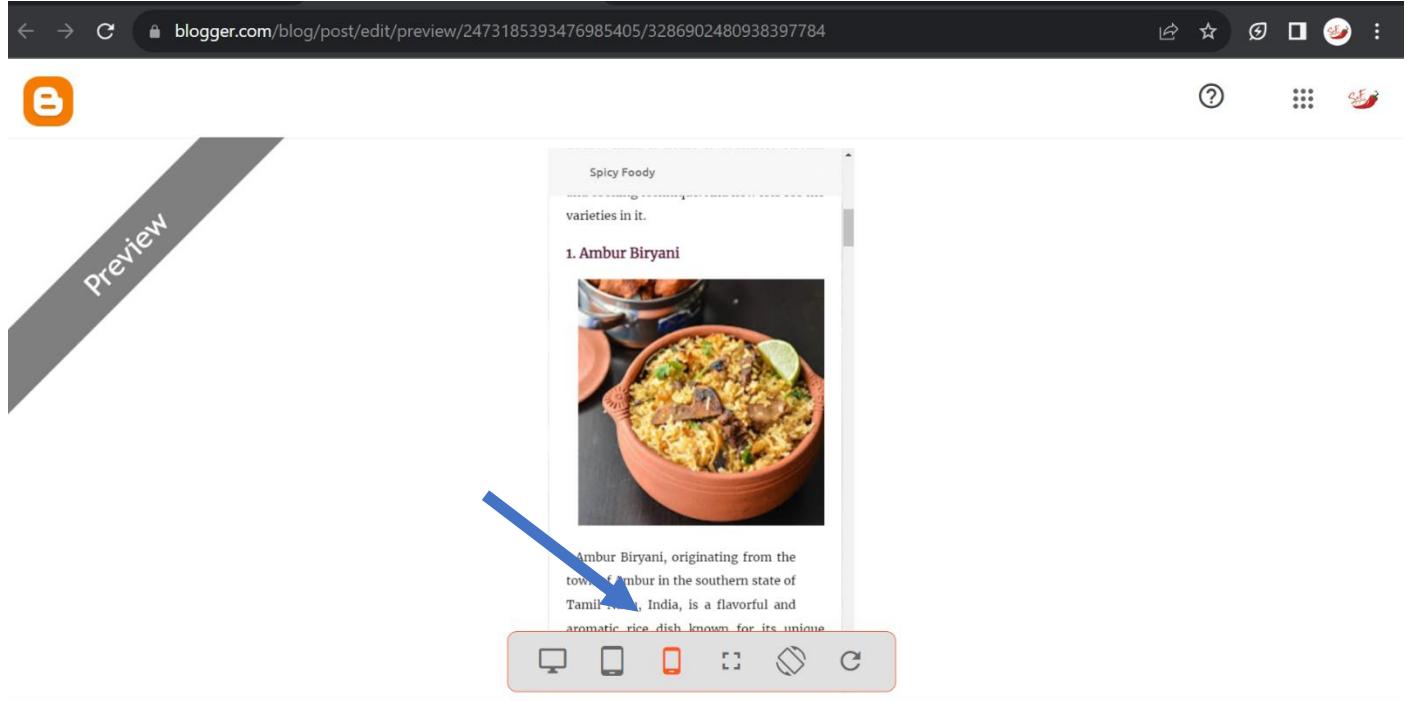
Biryani types, Varieties of Biryani, Chettinad Biryani, Types of Biryani, Biryani, Ambur Biryani, Malabar Biryani, Hyderabadi Biryani

Published on 18/10/2023 16:00

Permalink

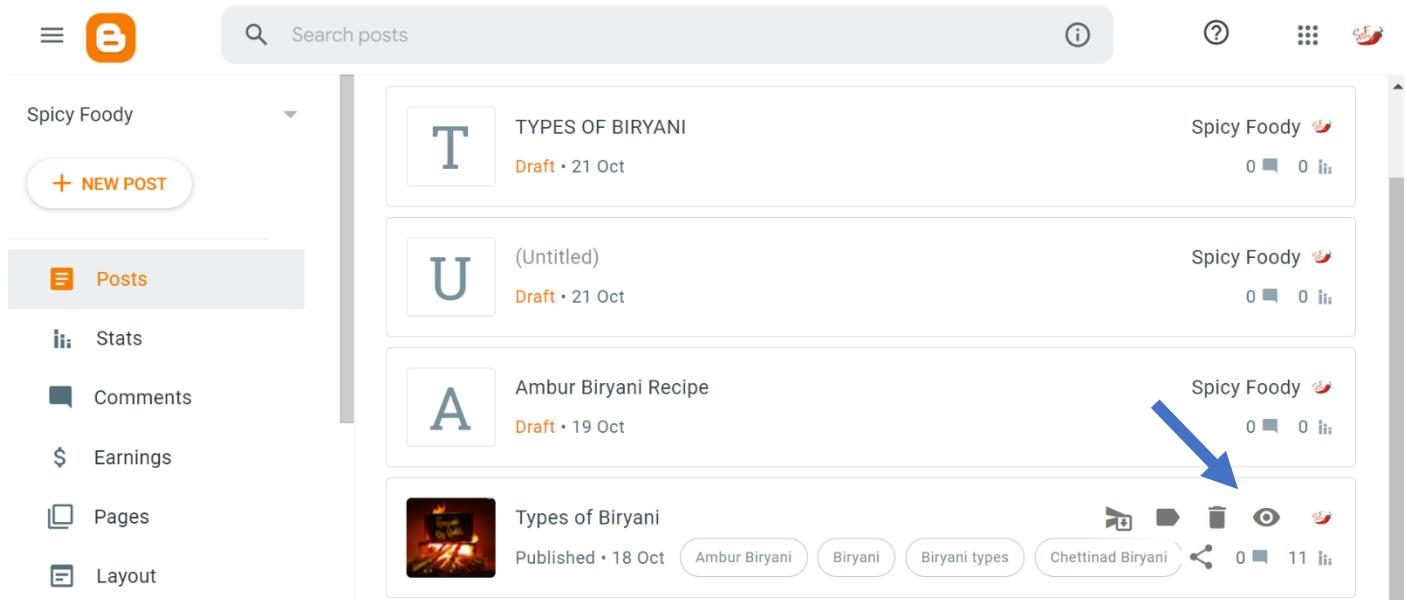
- After clicking the preview, we can select devices to view the responsiveness of those devices.

- 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.