

Session 3: On-page Optimization

For Aptech Centre Use Only

Objectives

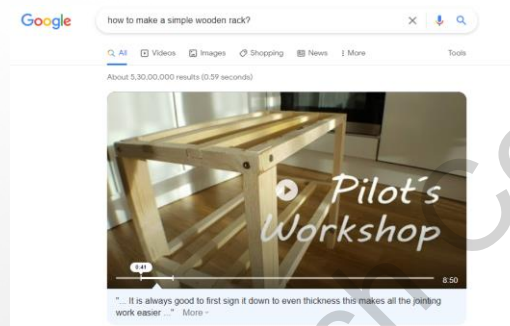
- Define on-page optimization
- Explain the on-page optimization techniques
- Illustrate the importance of keywords research
- Explain the role of content in on-page optimization
- Illustrate the importance of site structure and Website navigation
- Explain the importance of robots.txt and sitemap.xml files

On- page Optimization

On-page optimization:

- Optimizes individual Web pages
- Uses quality content and efficient HTML source code
- Helps search engines understand the Website and achieve ranking
- Includes analysis and regular monitoring

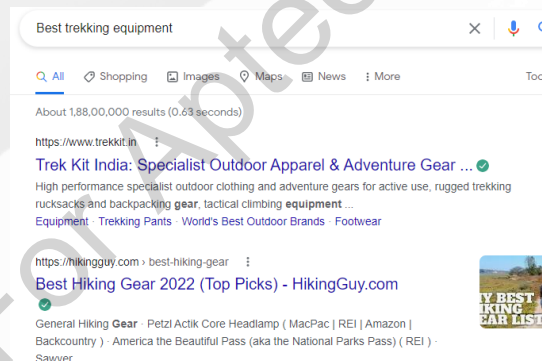
Informational



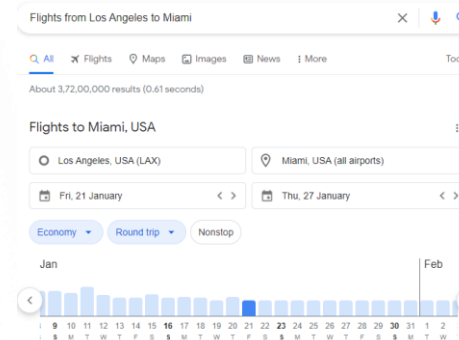
Navigational



Commercial



Transactional



Techniques for On-page Optimization

1-2

Optimize HTML Tags

Page Titles

Meta
Descriptions

Headers

Content Formatting Guidelines: Font and Colors, Heading, Bullet Points, Paragraph, Media

Good Internal
Linking structure
and credible
external links

Image Guidelines: Long-form Content, Image Sitemap, Alternative Text, Compress Images

Informative and
well-structured
URLs

Techniques for On-page Optimization

2-2

Improve Page Experience

Perform Content Audit

Understand Search Intent

Mobile Friendliness

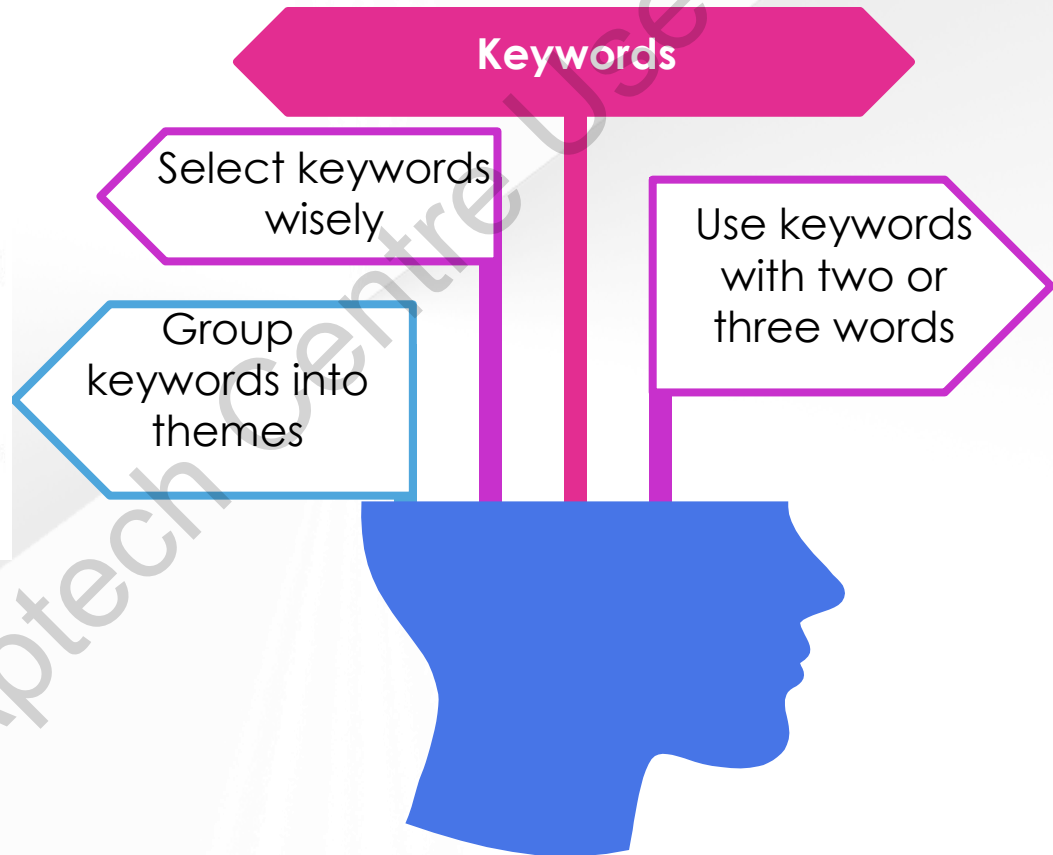
Include Sitemaps

Allow Comment on Blog Posts

Secure Connection

What are Keywords and their Importance?

Words or phrases that people search for using search engines



Keyword Research and its Process 1-2

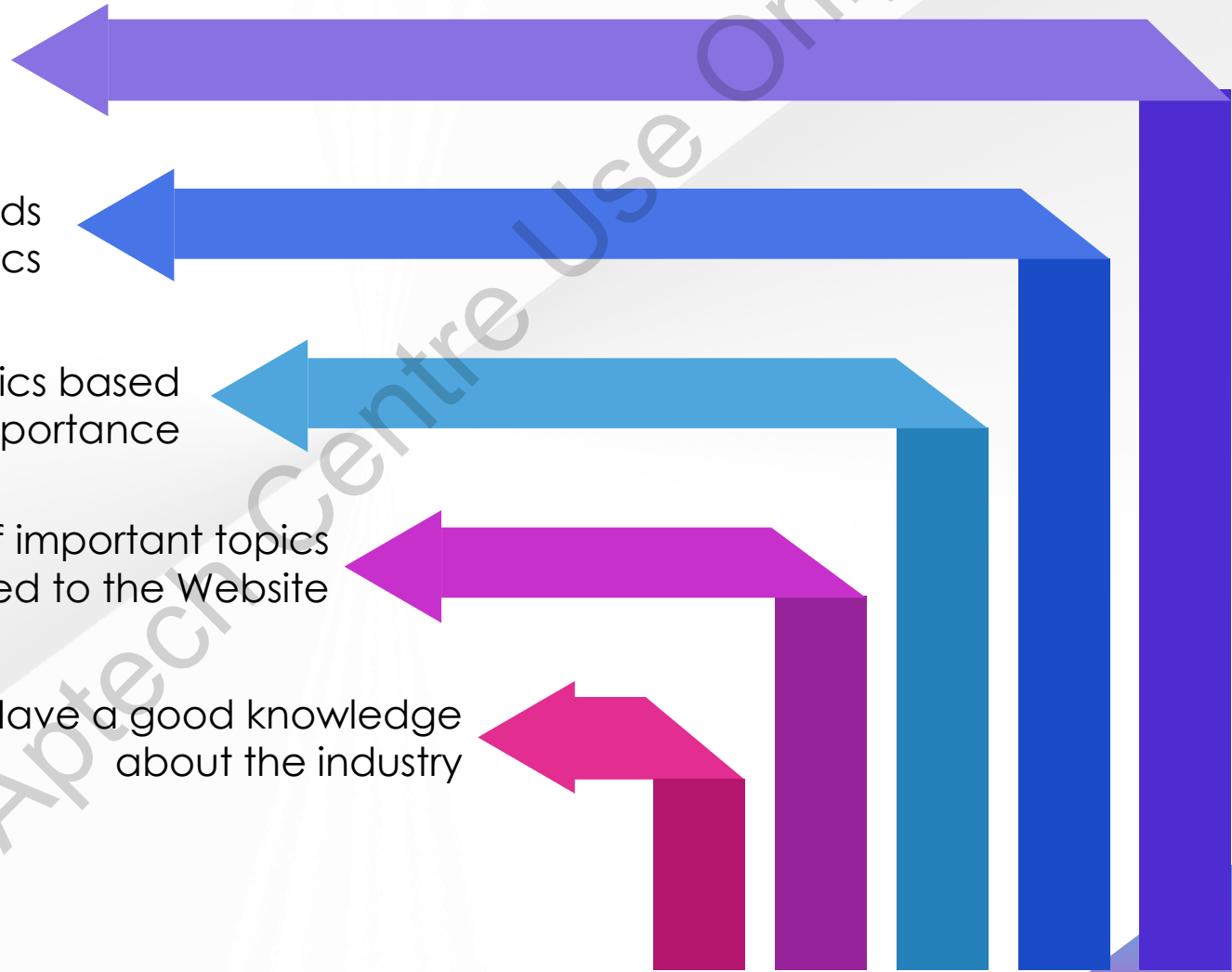
Ensure the Web content matches with the search intent of the audience

Make a list of keywords for these topics

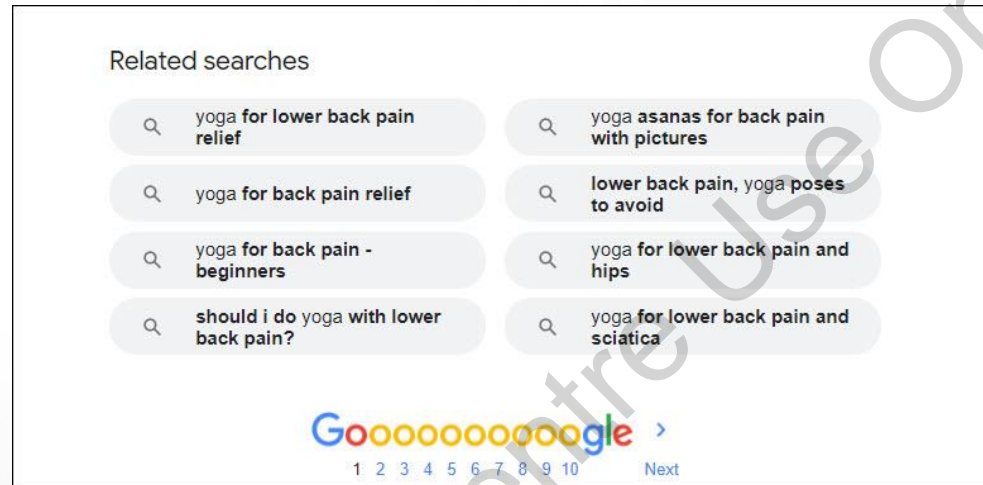
Rank the topics based on their importance

Make a list of important topics related to the Website

Have a good knowledge about the industry



Keyword Research and its Process 2-2



Use keyword research tools, such as Google's Keyword Planner, Ahrefs, and SEMrush for help on keywords

Check out 'related searches' at the bottom of the Google search result page to consider more keywords

Role of Content in On-page Optimization

Key Benefits:

Backlinks

High Click-Through Rate



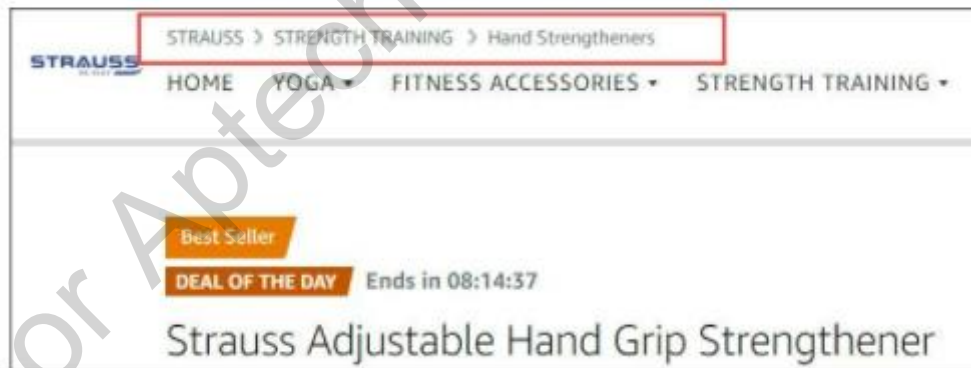
Site Structure and Website Navigation

Site structure

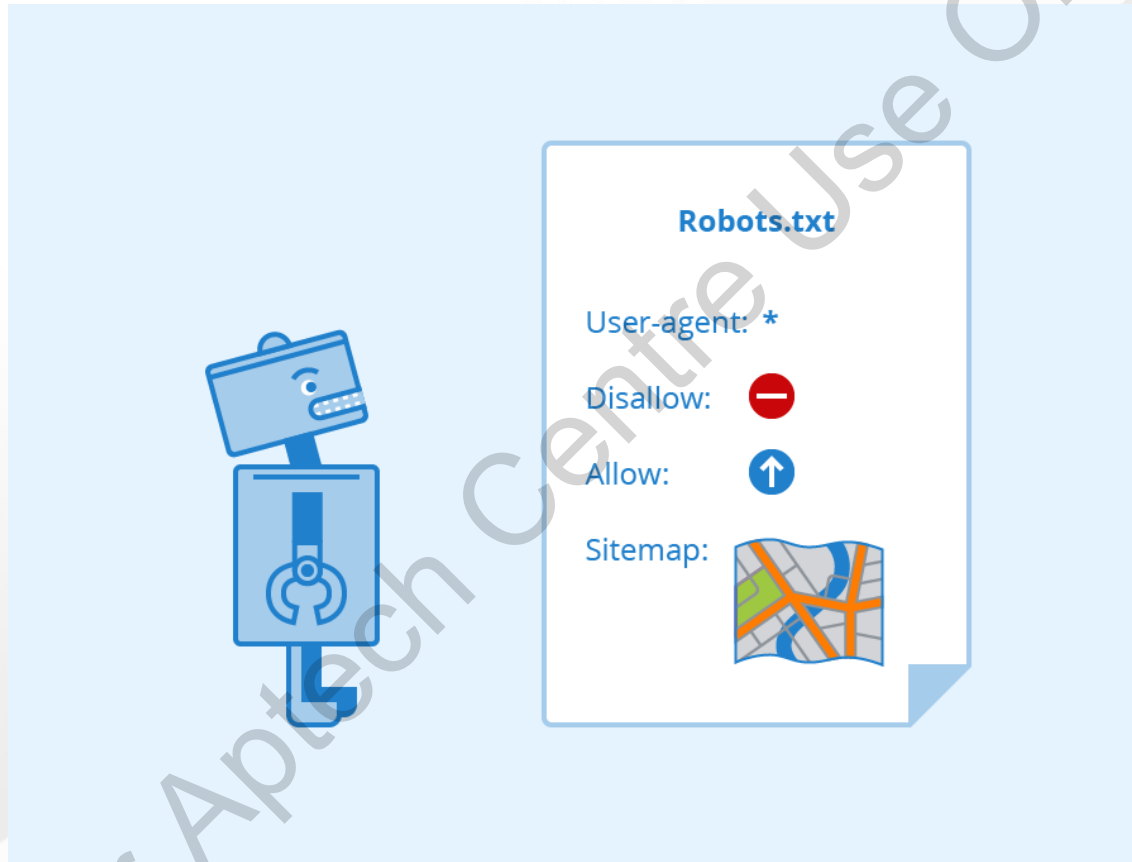
- Is the process of determining the hierarchy of information on Website
- Influences how the page ranks in search results

Website Navigation

- Is the process of directing traffic to the appropriate page on a Website
- Optimizes the accessibility of the site's content



Importance of robots.txt File



Summary

- ◆ On-page SEO refers to optimizing individual Web pages with quality content and wise use of HTML source code.
- ◆ On-page SEO techniques include optimizing HTML tags and URLs, following content formatting and image guidelines, including external and internal links, improving page experience, auditing content, including sitemaps, and understanding search intent.
- ◆ Appropriate keywords must be used to display the information.
- ◆ A well on-page optimized site brings in other benefits such as backlinks and high CTRs.
- ◆ Tools such as breadcrumbs, tags, and internal links help in structuring a site.
- ◆ A robots.txt file tells the search engine crawlers about URLs that they can access from the site.