Session 3: On-page Optimization

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

Flights from Los Angeles to Miami

About 3,72,00,000 results (0.61 second Flights to Miami, USA

O Los Angeles, USA (LAX)

Fri, 21 January

Q All ★ Flights ♀ Maps 🖫 Images 🖽 News : More

Includes analysis and regular monitoring



Commercial



Best trekking equipment

About 1,88,00,000 results (0,63 seconds)

https://www.trekkit.in :

Trek Kit India: Specialist Outdoor Apparel & Adventure Gear ...
High performance specialist outdoor clothing and adventure gears for active use, rugged trekking rucksacks and backpacking gear, tactical climbing equipment ...

Equipment - Trekking Pants - World's Best Outdoor Brands - Footwear

https://nikingguy.com > best-hiking-gear :

Best Hiking Gear 2022 (Top Picks) - Hiking-Guy.com

General Hiking Gear - Petzl Actik Core Headlamp (MacPac | REI | Amazon |

Backcountry) - America the Beautiful Pass (aka the National Parks Pass) (REI |

Welcome to website

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Navigational

IV BEST

Economy Round trip Nonstop

Jan

Feb

Miami, USA (all airports)

Thu, 27 January

Transactional

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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

Include Sitemaps

Perform Content Audit

Understand Search Intent

Allow Comment on Blog Posts

Mobile Friendliness

Secure Connection What are Keywords and their Importance?

Words or phrases the

Words or phrases that people search for using search engines

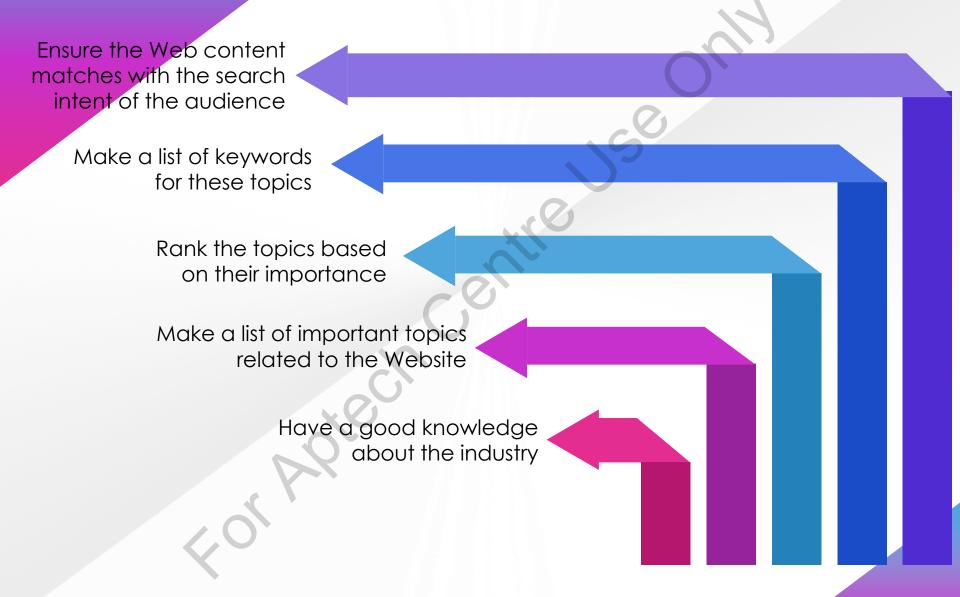
Keywords



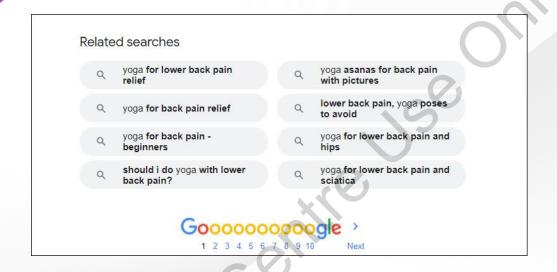
Select keywords wisely

Group keywords into themes Use keywords with two or three words

Keyword Research and its Process 1-2



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



Site Structure and Website Navigation

Site structure

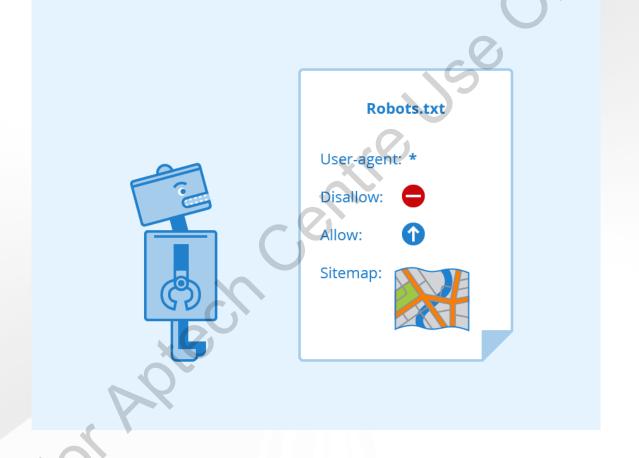
- Is the process of determining the hierarchy of information on Website
- Influences how the page ranks in search results

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.