BUILDING AND EXECUTING THE ON-PAGE SEO FOR OUR WEBSITE

A PROJECT REPORT

Submitted by

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in partial fulfillment for the course of

DIGITAL MARKETING

for

NAAN MUDHALVAN

B.TECH TEXTILE TECHNOLOGY

7th SEMESTER

DEPARTMENT OF TEXTILE TECHNOLOGY

ALAGAPPA COLLEGE OF TECHNOLOGY

ANNA UNIVERSITY, CHENNAI-600015

ACKNOWLEDGEMENT

First and foremost, we would like to express our deep sense of gratitude to our faculty mentor **Mrs. HAJARA FARZANA**, Department of Textile Technology, Alagappa College of Technology, Anna University, for her excellent guidance, counsel, continuous support and patience

We are thankful to the Industrial mentor **Mr. ABDUL MALICK** for the valuable suggestions, which helped us to improve the quality of this project work.

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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

On-page SEO is called "on-page" because the tweaks and changes you make to optimize your website can be seen by visitors on your page (whereas off-page and technical SEO elements aren't always visible).

To build and execute on-page SEO for your website, start by conducting thorough keyword research to identify relevant keywords and phrases for your content. Create high-quality, informative content that incorporates these keywords naturally into the title, headings, and body.

Ensure your content is well-structured with clear headings and subheadings. Additionally, optimize meta tags, including the title tag and meta description, to provide concise and compelling information about your content. Focus on improving page loading speed, mobile-friendliness, and user experience, and consider adding multimedia elements like images and videos to enhance engagement. Regularly update and maintain your content to keep it relevant and valuable to both users and search engines.

1.2 PURPOSE OF PROJECT

The purpose of building and executing on-page SEO (Search Engine Optimization) for your website is to improve its visibility and ranking on search engine results pages (SERPs). On-page SEO focuses on optimizing individual web pages to make them more search engine-friendly, which can lead to several benefits for your website and online presence:

Increased Visibility: Effective on-page SEO techniques help your website rank higher in search engine results. This means more people are likely to find your site when they search for relevant keywords or phrases.

Organic Traffic: By optimizing your on-page elements, you can attract more organic (unpaid) traffic to your website. This is valuable because it typically results in visitors who are genuinely interested in your content or products.

Better User Experience: Many on-page SEO strategies involve improving the user experience on your website, such as optimizing page load times, making content more readable, and ensuring mobile-friendliness. This can lead to higher user engagement and satisfaction.

Credibility and Trust: Websites that appear at the top of search results are often seen as more credible and trustworthy by users. By improving your SEO, you can enhance your website's reputation.

Competitive Advantage: Many of your competitors are likely investing in SEO. By effectively implementing on-page SEO, you can gain a competitive edge in your industry.

CHAPTER- 2

METHODOLOGY AND RESULTS

2.1 PROJECT DESCRIPTION

On-page SEO is called "on-page" because the tweaks and changes you make to optimize your website can be seen by visitors on your page (whereas off-page and technical SEO elements aren't always visible).

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2.2 ON-PAGE SEO ELEMENTS

The initial step in crafting top-notch content involves selecting appropriate keywords and topics. To do this, conduct **keyword research** by examining Google search results, studying competitors, and exploring other websites. Additionally, utilize tools such as Ahrefs, Answer the Public, and Uber Suggest to aid in this process.
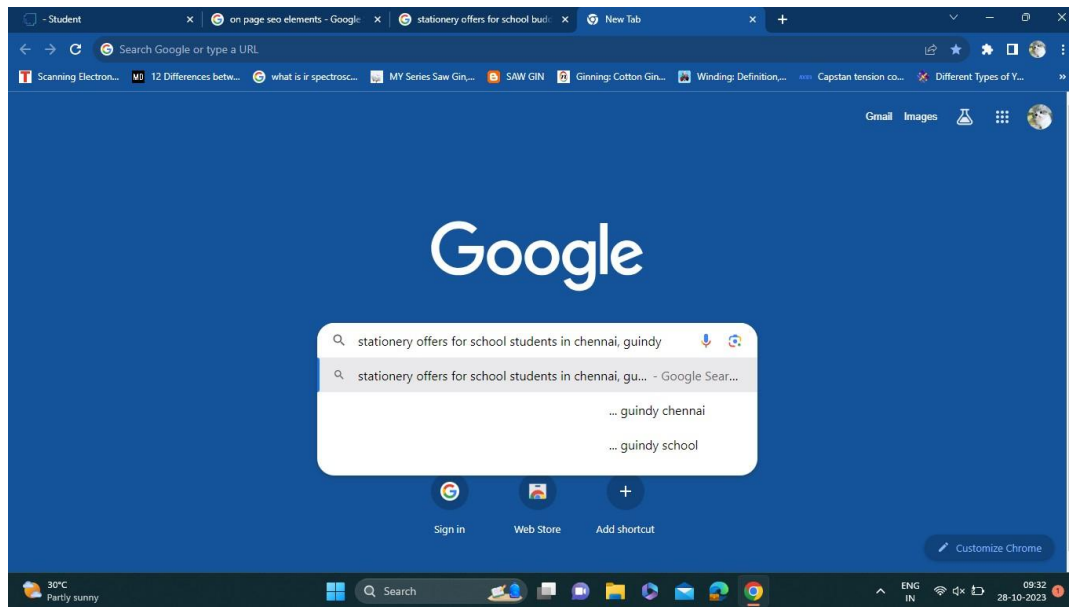
Keyword Research:

Stationery items offers
- School buddy
- School Students
- Back- to school
- Stationery items in Guindy
- Stationery items in Guindy, Chennai.

Google Search engine:
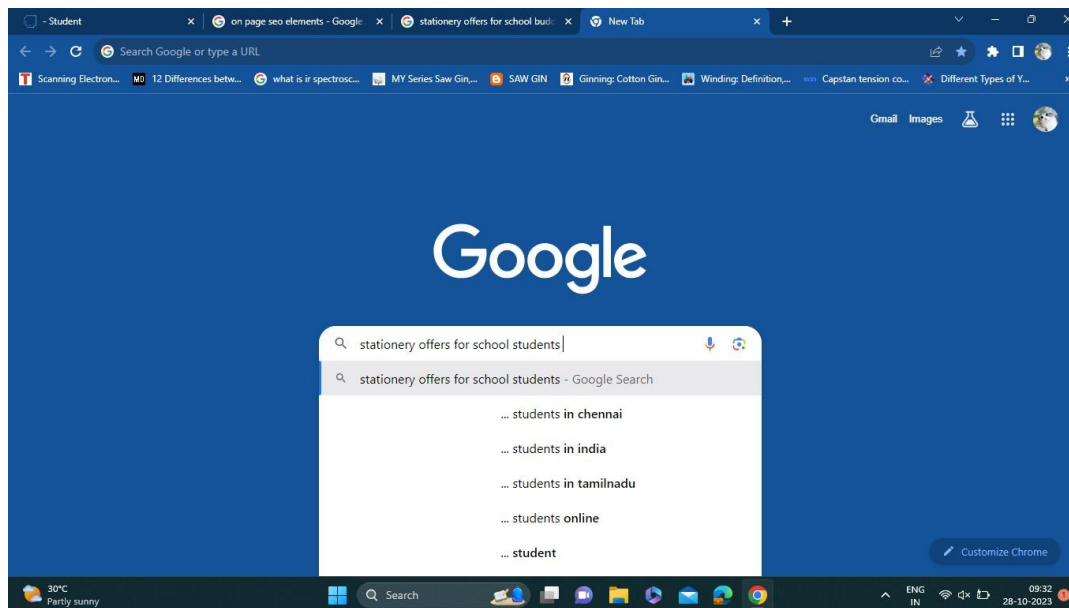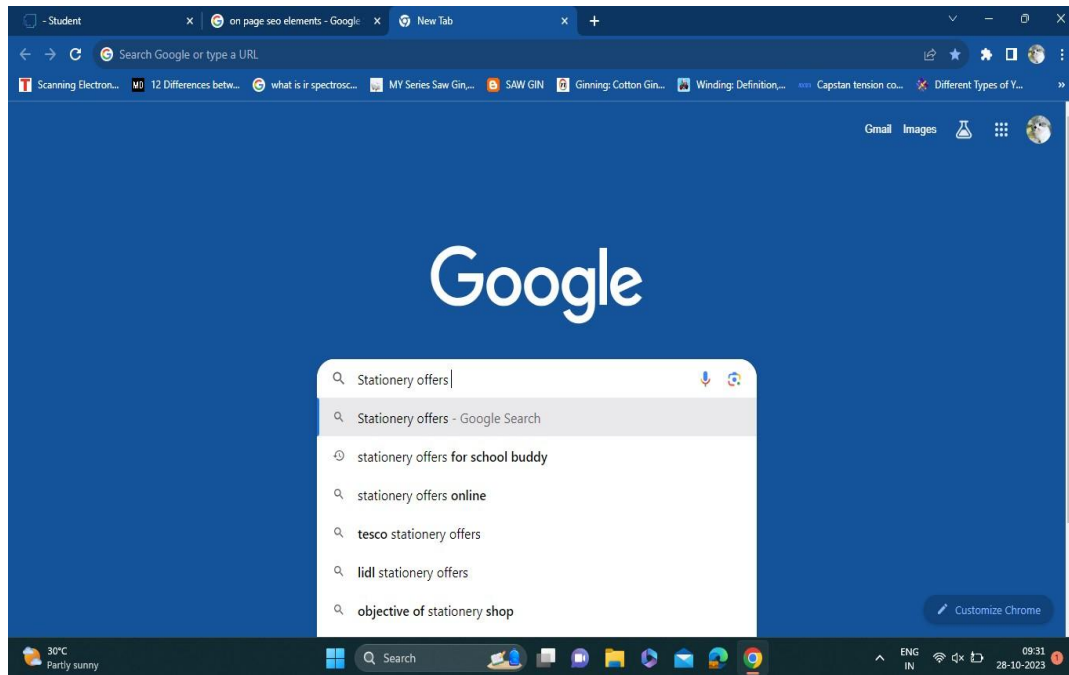
Page title/title tag:

1. Keep it concise: Google's recommended limit is under 60 characters to prevent title cut off in search results, as titles max out at 600 pixels.

2. Avoid keyword stuffing: Refrain from overloading your title with keywords, as modern search engines penalize this practice and it makes for a poor user experience.

3. Relevance is key: Ensure your title accurately represents the content of the page it links to. A relevant title improves user experience and search engine ranking.

4. Avoid all caps: Capitalizing the entire title is discouraged, as it can come across as aggressive and unprofessional.

5. Include your brand: Incorporate your brand into the title to establish credibility and recognition.
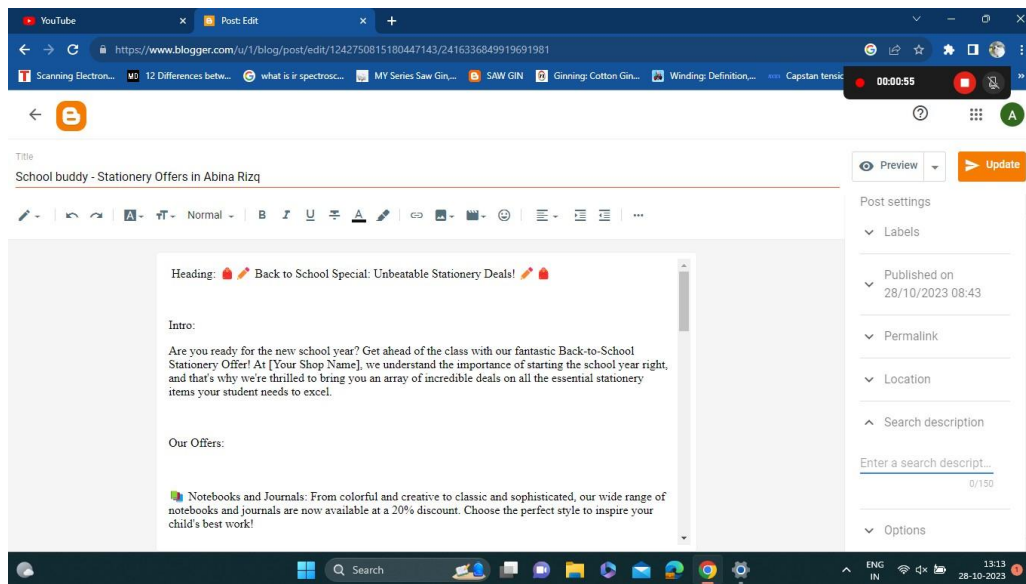
Headers:

Use HTML header tags like <h1>, <h2>, etc., to organize your content for readers and search engines. Include relevant keywords in these headers, especially in <h1> and <h2>, different from your page title.
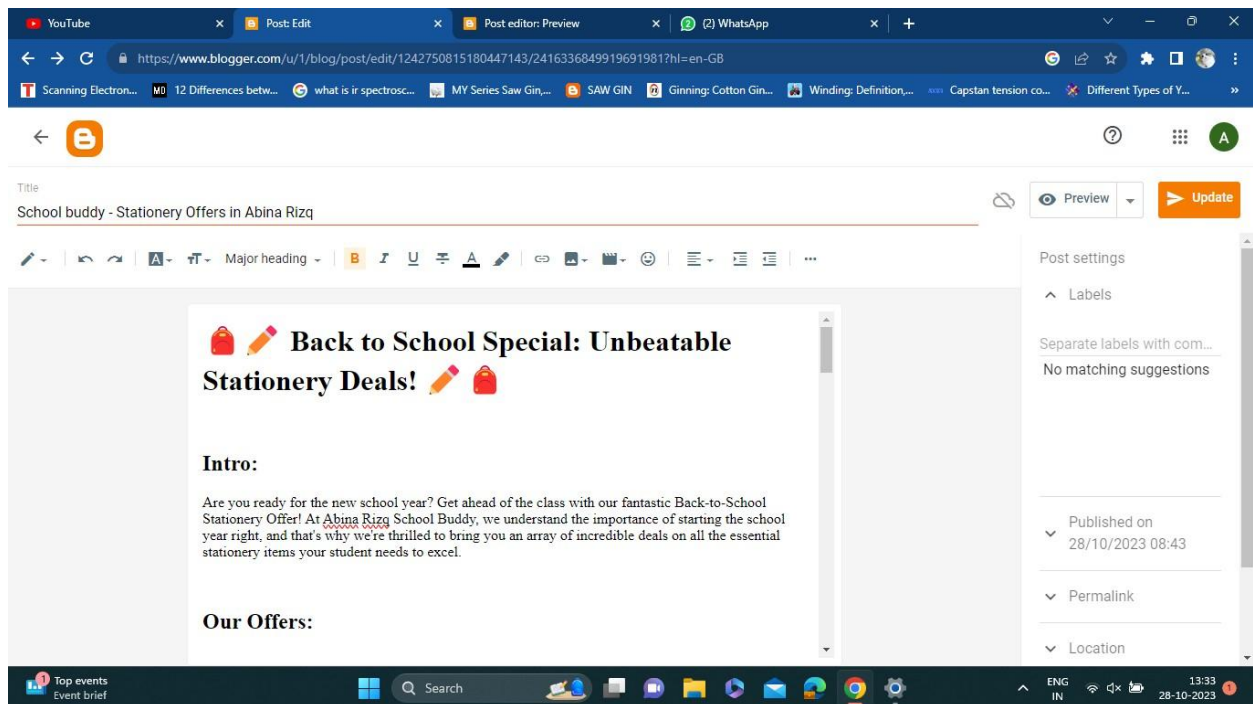
Meta Descriptions:

Meta descriptions are concise page summaries beneath search result titles. While not a direct ranking factor, they impact click-through rates, making them vital for on- page SEO. These descriptions can also appear on social media when content is shared, boosting clicks.

A good meta description is:

Less than 160 characters (though Google may allow longer). Includes your main keyword or phrase. Uses complete, engaging sentences.
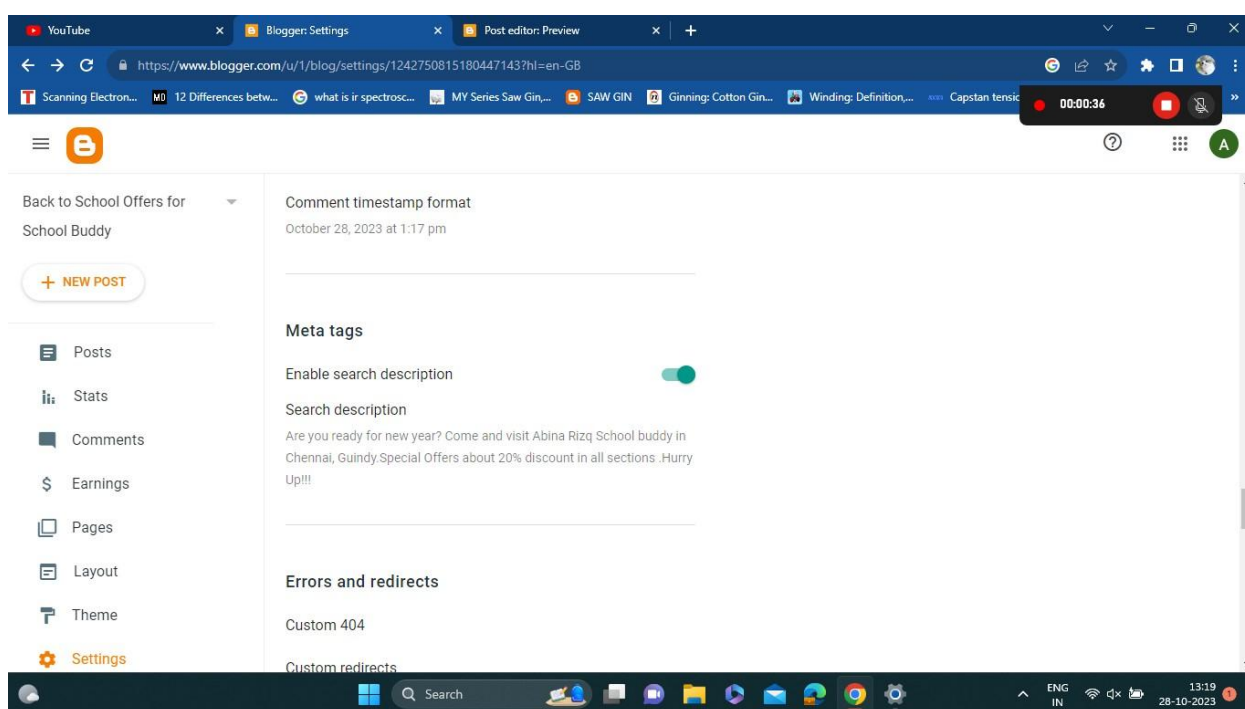
Avoids characters like —, &, or+

Image Alt-text

Image alt-text is essential for image SEO, aiding search engines in understanding image content. Given Google's increased use of image-based results, alt-text is vital for site visibility. Craft concise, descriptive, and contextually relevant alt-text under 125 characters, avoiding keyword overuse.

This optimizes images for better search engine visibility, aiding user discovery through image-based search results.
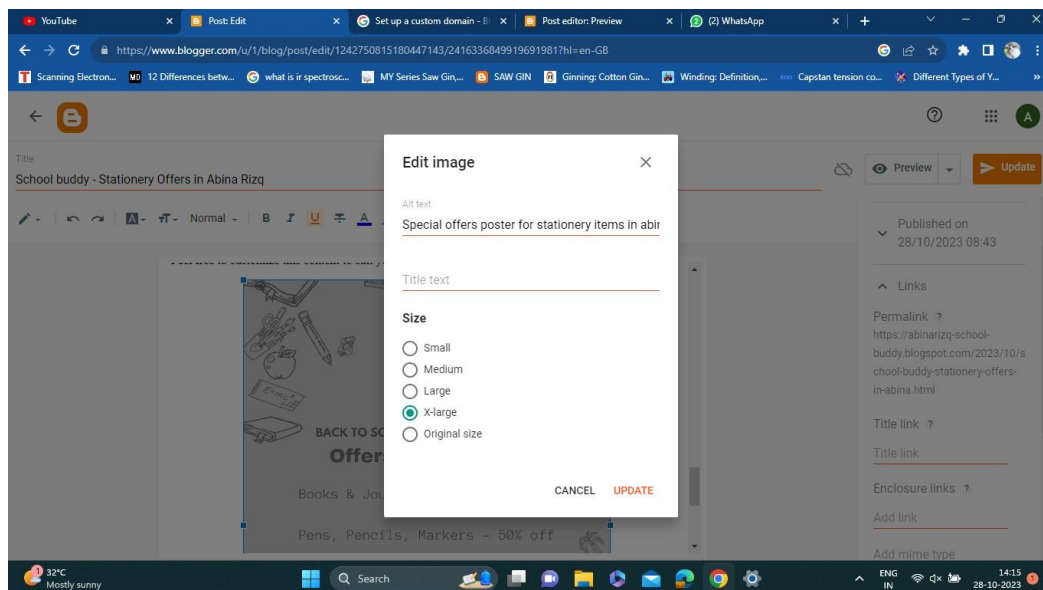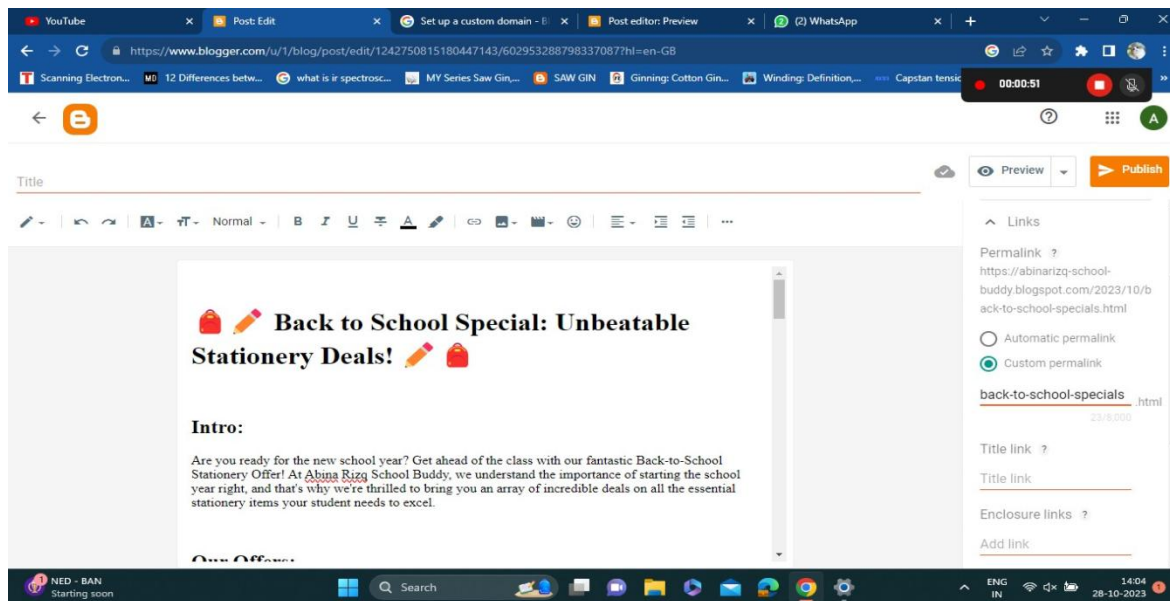
Page URL:

Ensure Your page URLs are user-friendly and maintain a consistent site hierarchy, including subpages and blog posts. A typical URL structure consists of the sub- domain, the domain, a directory, and a specific path

To create SEO-friendly URLs:

1. Eliminate unnecessary words.

2. Use one or two keywords.

3. Prefer HTTPS, as Google views it positively for ranking

Internal linking:

Internal linking, or adding hyperlinks to relevant pages within your website, is crucial for on-page SEO. It keeps readers engaged, signals your site's value to Google, and allows for better indexing, potentially leading to higher search rankings
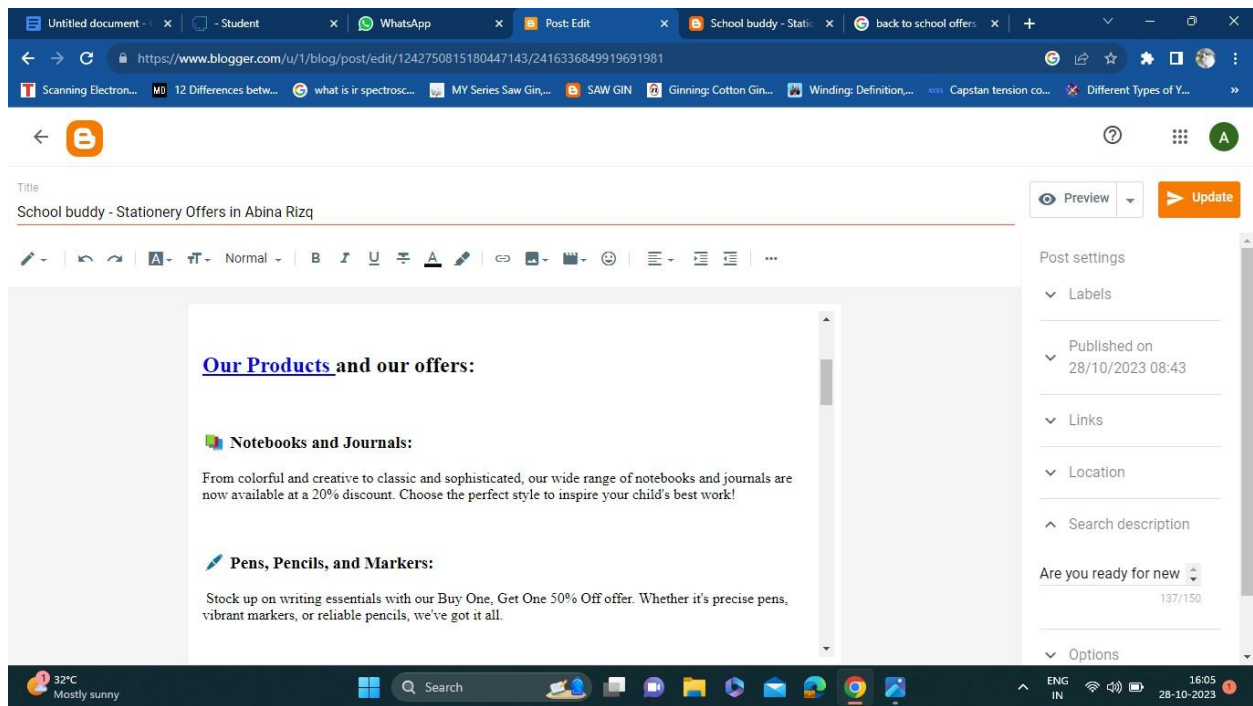
External Linking:

While internal links are crucial for on-page SEO, external links to reputable sites also matter. These links signal to Google that your page is trustworthy and well- referenced, enhancing credibility in the eyes of both search engines and visitors
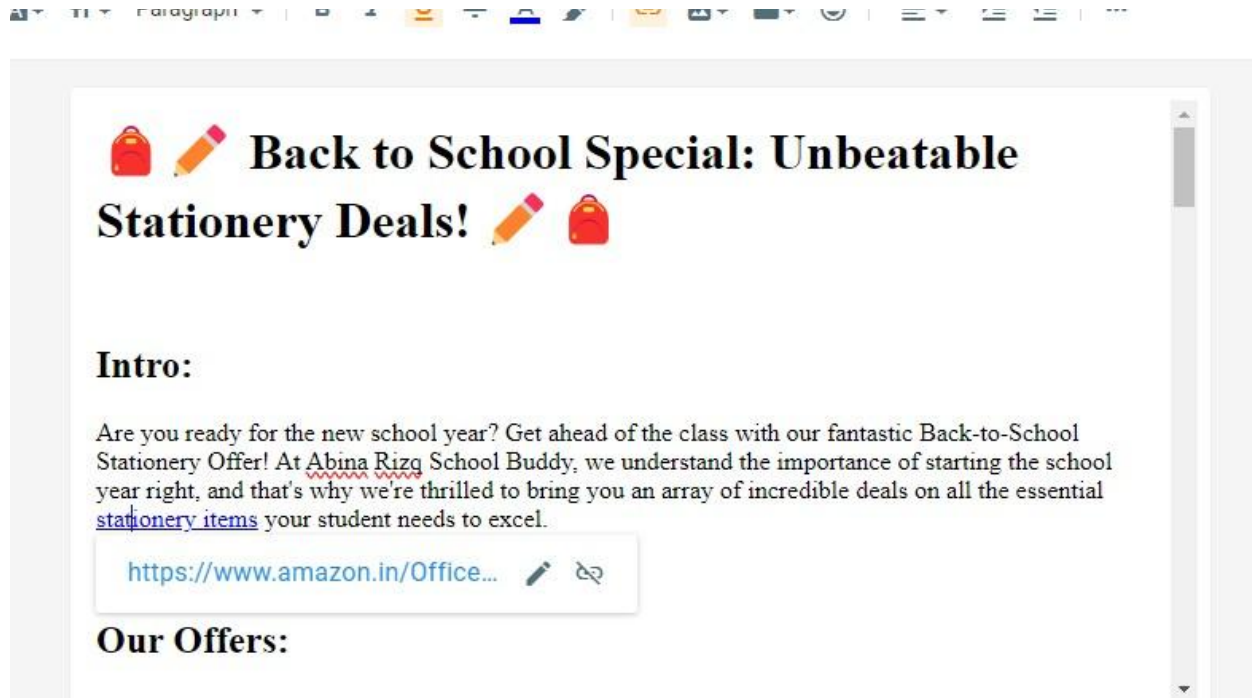
Site Speed:

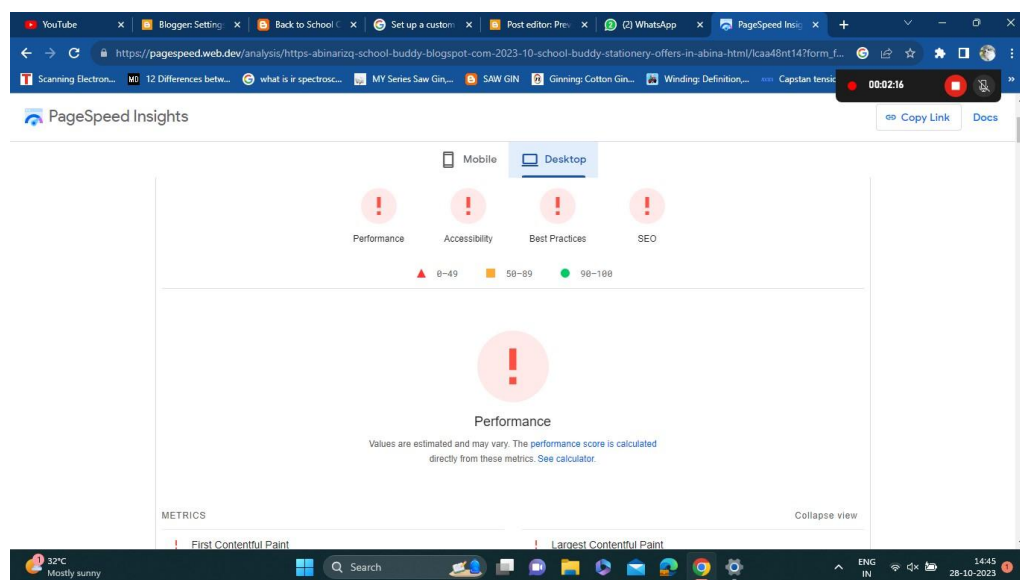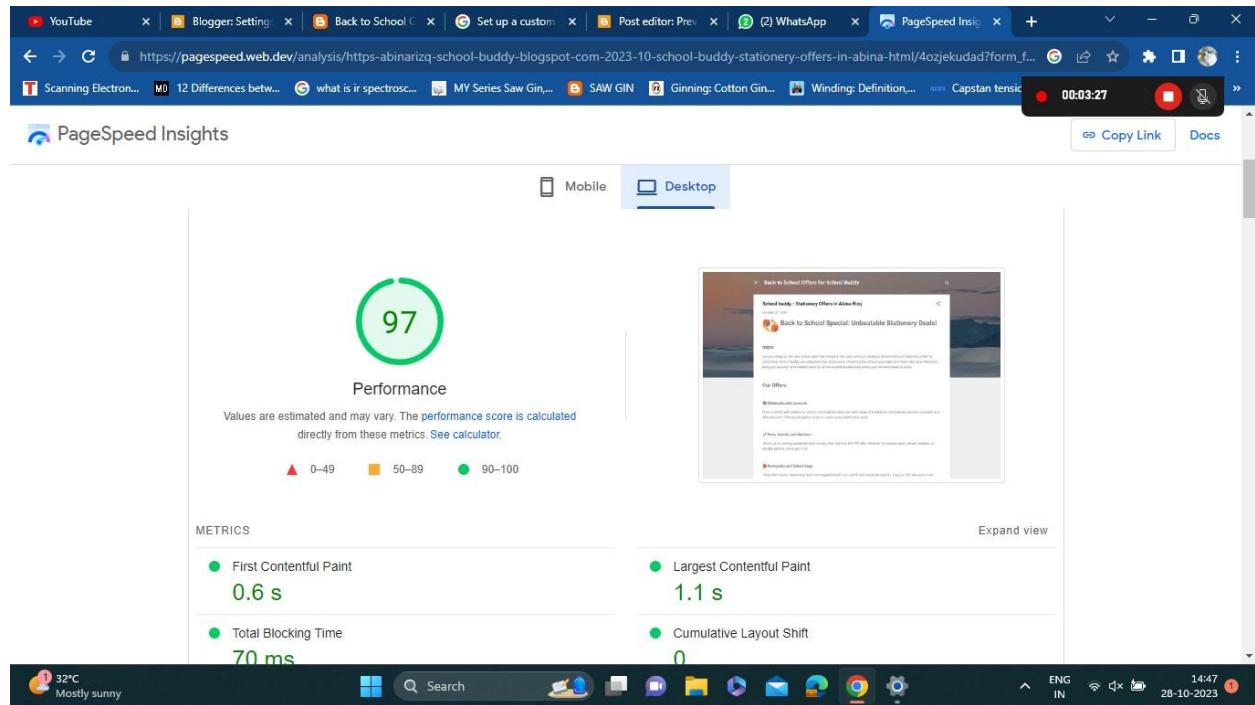Page speed is vital for on-page SEO, impacting user experience, visitor retention, conversions, and ROI. Use Google's PageSpeed

Insights tool to check your website's speed.

Before:

After:

Mobile Responsiveness:

Google favors faster mobile speeds, even for desktop searches. Prioritize mobile responsiveness in your site's hosting, design, and content layout. Use Google's Mobile-Friendly Test tool to check your site's readiness.

Structured Markup:

Structured markup, or structured data, involves enhancing your website's source code to help Google locate and comprehend various content elements. It's what powers featured snippets, knowledge panels, and other content features in Google search results. Additionally, structured markup ensures that your page information appears neatly when shared on social media.

CHAPTER -3

ADVANTAGES AND DISADVANTAGES

3.1 ADVANTAGES OF BUILDING AND EXECUTING ON-PAGE SEO

1. Improved Search Engine Ranking: Effective on-page SEO can help your website rank higher in search engine results pages (SERPs), which can increase organic traffic to your site.

2. Targeted Traffic: By optimizing your content and meta tags, you can attract visitors who are specifically interested in the products, services, or information your website offers.

3. Enhanced User Experience: On-page SEO often involves optimizing page load times, improving mobile-friendliness, and enhancing site navigation, all of which contribute to a better user experience.

4. Increased Credibility: Websites that appear in top search results are often perceived as more credible and trustworthy by users.

5. Cost-Effective: Compared to some other forms of online advertising and marketing, on-page SEO is a cost-effective strategy that can deliver long-term results.

6. Measurable Results: You can use various tools to measure and track the impact of your on-page SEO efforts, allowing you to make data-driven decisions and adjustments.

3.2 DISADVANTAGES OF BUILDING AND EXECUTING ON-PAGE SEO

1. Time-Consuming: On-page SEO is an ongoing process that requires time and effort. It can take months to see significant results, and continuous monitoring and updates are necessary.

2. Algorithm Changes: Search engines like Google frequently update their algorithms, which can impact your rankings. You need to stay current with these changes and adapt your SEO strategies accordingly.

3. Competitive: The digital landscape is highly competitive, and many websites are vying for the same keywords and rankings. Achieving and maintaining top positions can be challenging.

4. Content Quality: Effective on-page SEO often requires high-quality, relevant, and engaging content. Creating such content can be resource-intensive.

5. Technical Expertise: Proper on-page SEO involves technical aspects like optimizing website speed, handling structured data, and resolving crawl issues. This may require technical expertise.

6. Risk of Over-Optimization: Over-optimizing your website for search engines can lead to penalties from search engines and a negative user experience. Striking the right balance is crucial.

7. Limited Control: While you can control on-page elements, off-page factors (backlinks, social signals, etc.) also significantly impact SEO, and you have limited control over these external factors

CHAPTER-4

APPLICATIONS

1. Keyword Optimization: Identify relevant keywords and strategically place them in your website's content, titles, headings, and meta tags to improve search engine rankings. This helps ensure that your website appears in search results when users enter relevant search queries.

2. Content Optimization: Ensure your website's content is high-quality, relevant, and valuable to your target audience. Well-structured, informative, and engaging content not only attracts visitors but also keeps them on your site longer, reducing bounce rates.

3. Meta Tags Optimization: Optimize title tags, meta descriptions, and header tags (H1, H2, H3, etc.) to accurately represent your content and entice users to click through from search engine results pages (SERPs).

4. URL Structure: Create user-friendly and SEO-friendly URLs that are easy to read and include relevant keywords. Avoid long and cryptic URLs.

5. Image Optimization: Optimize images by using descriptive file names, adding alt tags, and compressing them to improve page load times. This also helps in image search optimization.

6. Mobile Optimization: Ensure your website is responsive and mobile-friendly, as Google and other search engines prioritize mobile-friendly sites in search results.

7. Page Load Speed: Faster-loading pages rank higher in search results. Optimize your website's performance by reducing image sizes, using efficient coding, and leveraging browser caching.

8. Internal Linking: Create a logical and well-structured internal linking system to help search engines and users navigate your site more easily.

9. Schema Markup: Implement structured data (Schema.org markup) to provide search engines with additional information about your content, making it more likely to appear in rich snippets and Knowledge Graph entries in SERPs.

10. Content Updates: Regularly update and refresh your content to keep it relevant and engaging. Search engines tend to favor fresh and current content.

11. User Experience (UX): Focus on improving the overall user experience of your website, including navigation, readability, and accessibility. Search engines consider user experience in their rankings.

12. Local SEO: If your business has a physical location, optimize your website for local SEO by creating a Google My Business listing, adding your location to your website, and encouraging customer reviews.

13. Securing Your Site: Ensure your website is secure with HTTPS. Google gives preference to secure websites, and it also helps build trust with users.

14. Monitoring and Analytics: Regularly monitor your website's performance using tools like Google Analytics and Google Search Console. Analyze data to identify areas for improvement.

15. A/B Testing: Experiment with different on-page elements, such as call-to-action buttons and content layouts, to determine what resonates best with your audience and improves conversion rates.

CHAPTER-5

CONCLUSION

Building and executing on-page SEO for your website is a fundamental element of a successful online presence. It's a dynamic process that involves optimizing content, technical elements, and user experience to improve search engine rankings, attract the right audience, and ultimately achieve your digital marketing goals. Continuously evolving and adapting your on-page SEO strategy is essential in a digital landscape that's constantly changing.