

Team- 1

**Project Title:** How to build and execute the On-page SEO for your website How to Build On-Page SEO for Website

Team Members:

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### **Project Description:**

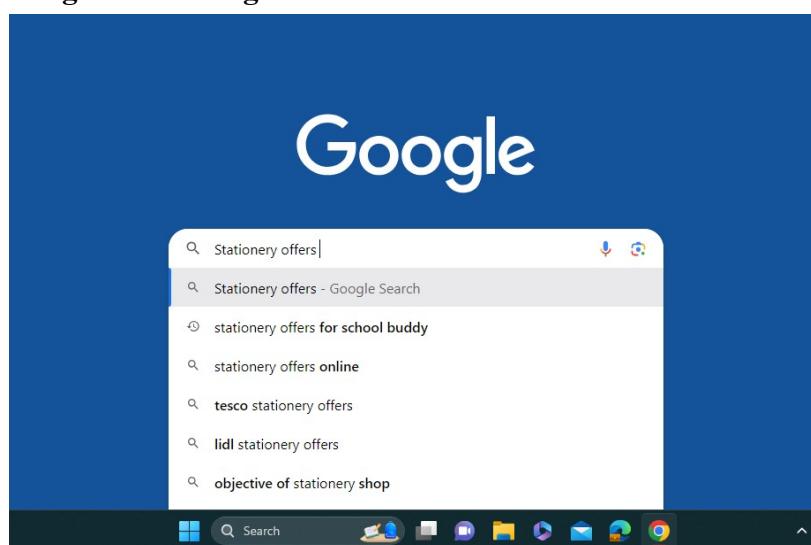
On-page SEO is called "on-page" because the tweaks and changes you make to optimize your website can be seen by visitors on your page (whereas off-page and technical SEO elements aren't always visible).

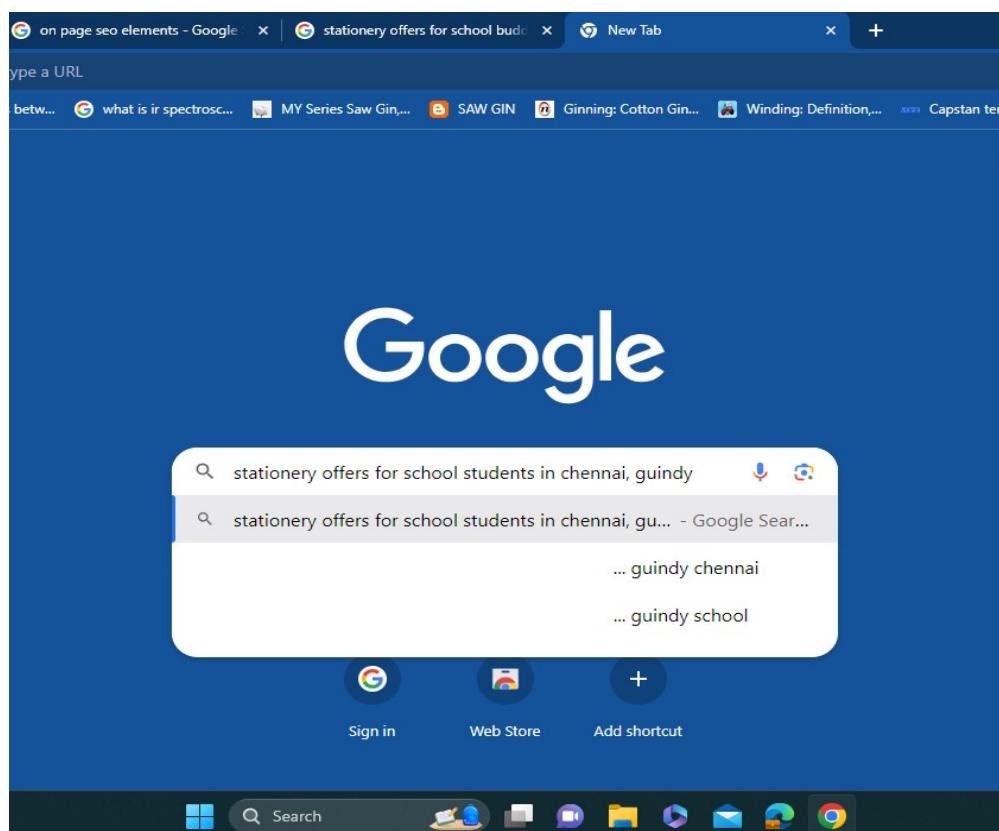
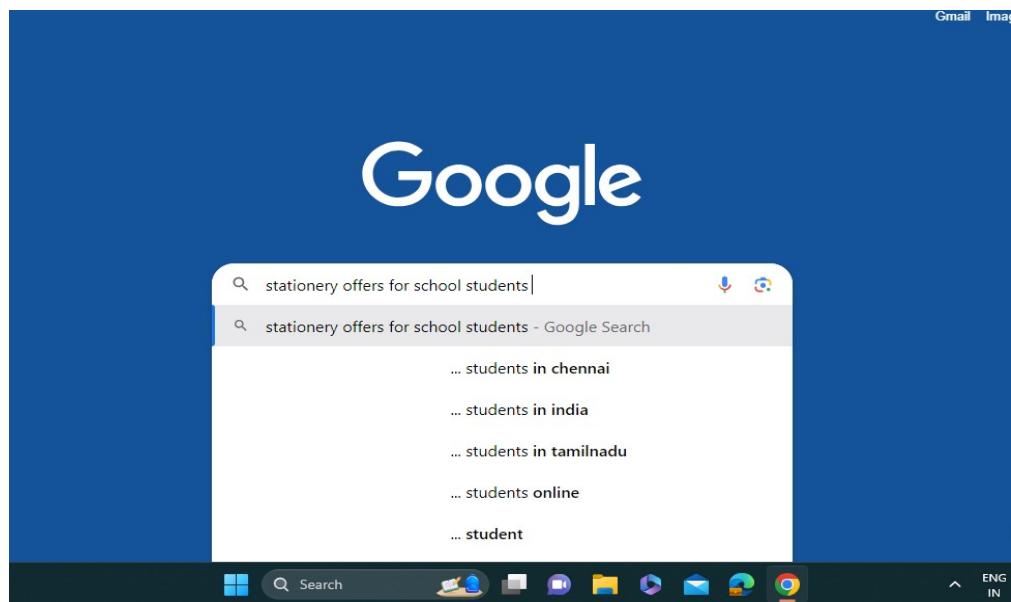
To build and execute on-page SEO for your website, start by conducting thorough keyword research to identify relevant keywords and phrases for your content. Create high-quality, informative content that incorporates these keywords naturally into the title, headings, and body. Ensure your content is well-structured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

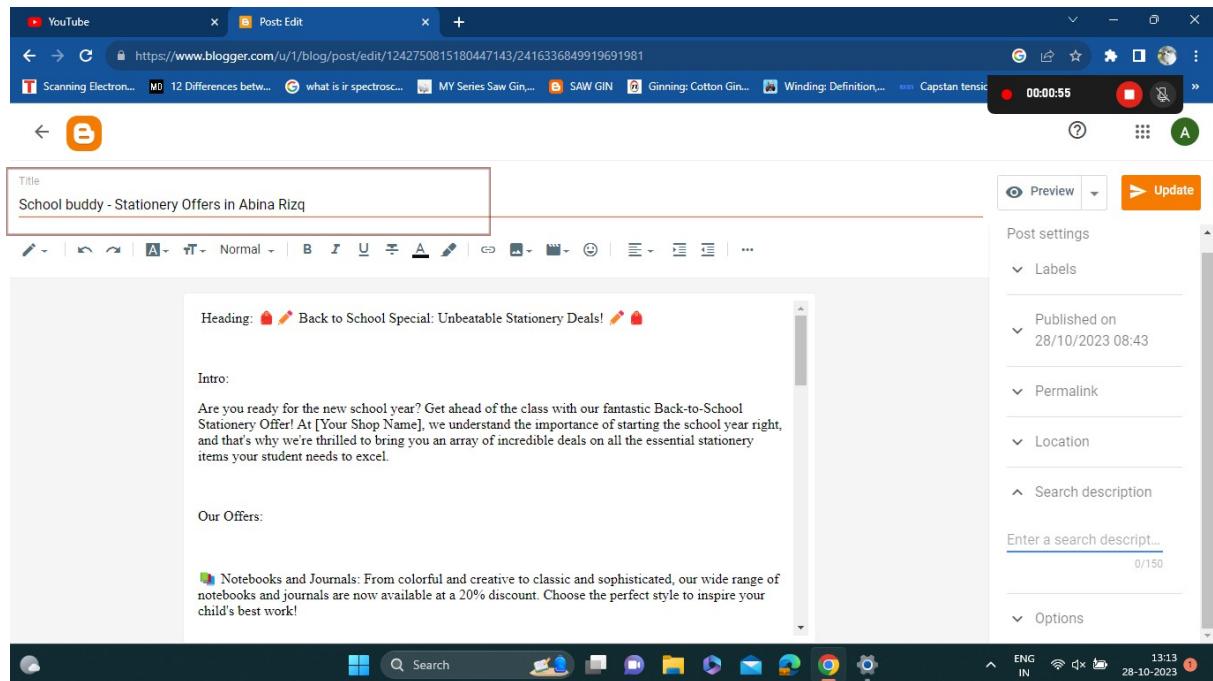
#### **1.On-page seo elements:**

##### **Google Search engine**



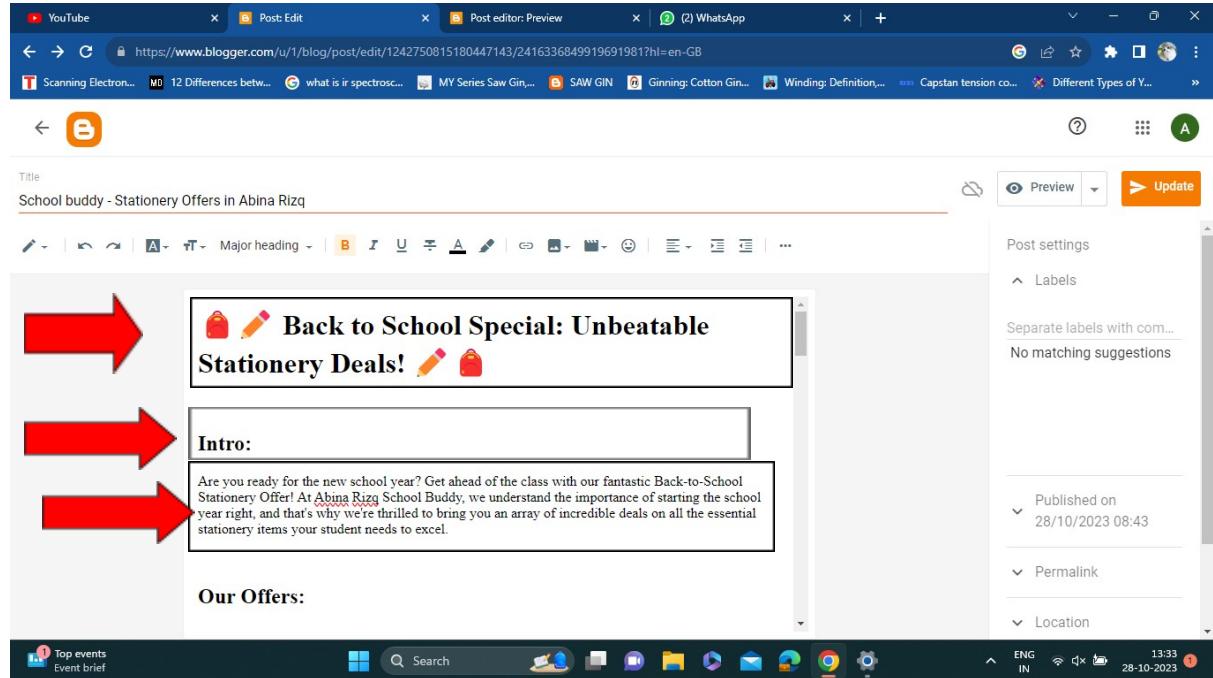


## 2. Page title/title tag:

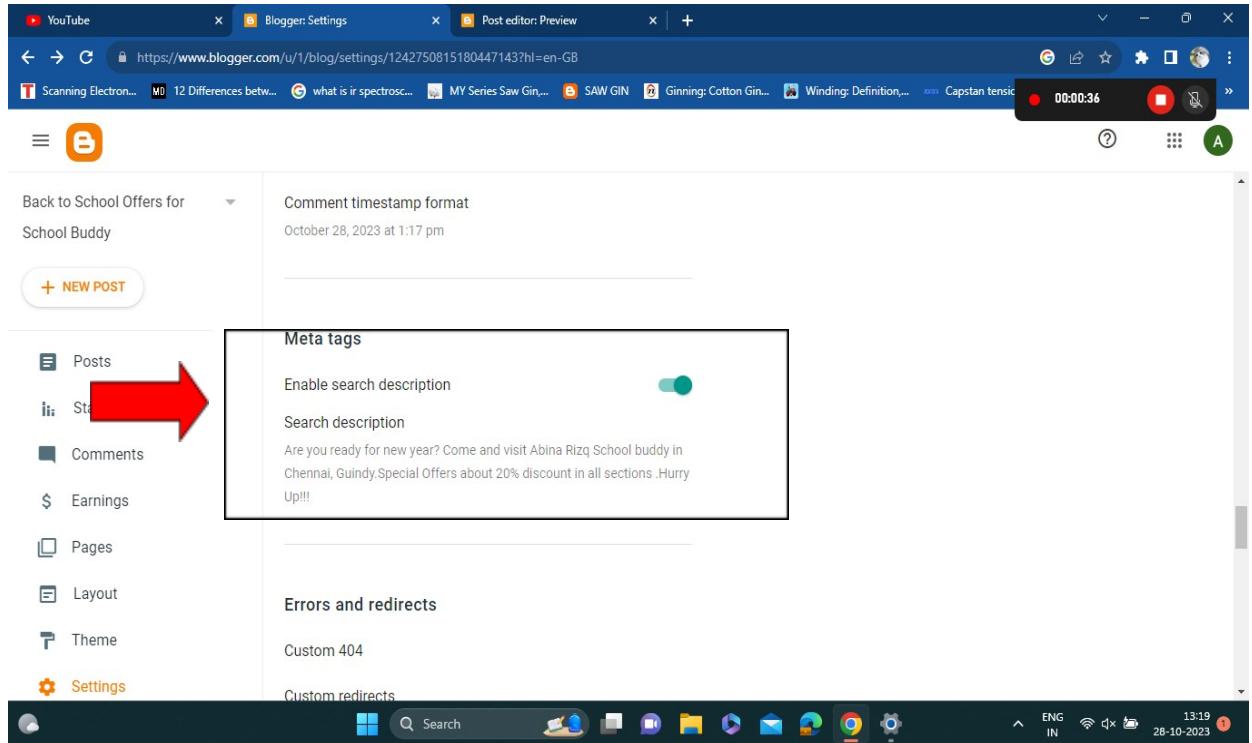


## 3. Headers:

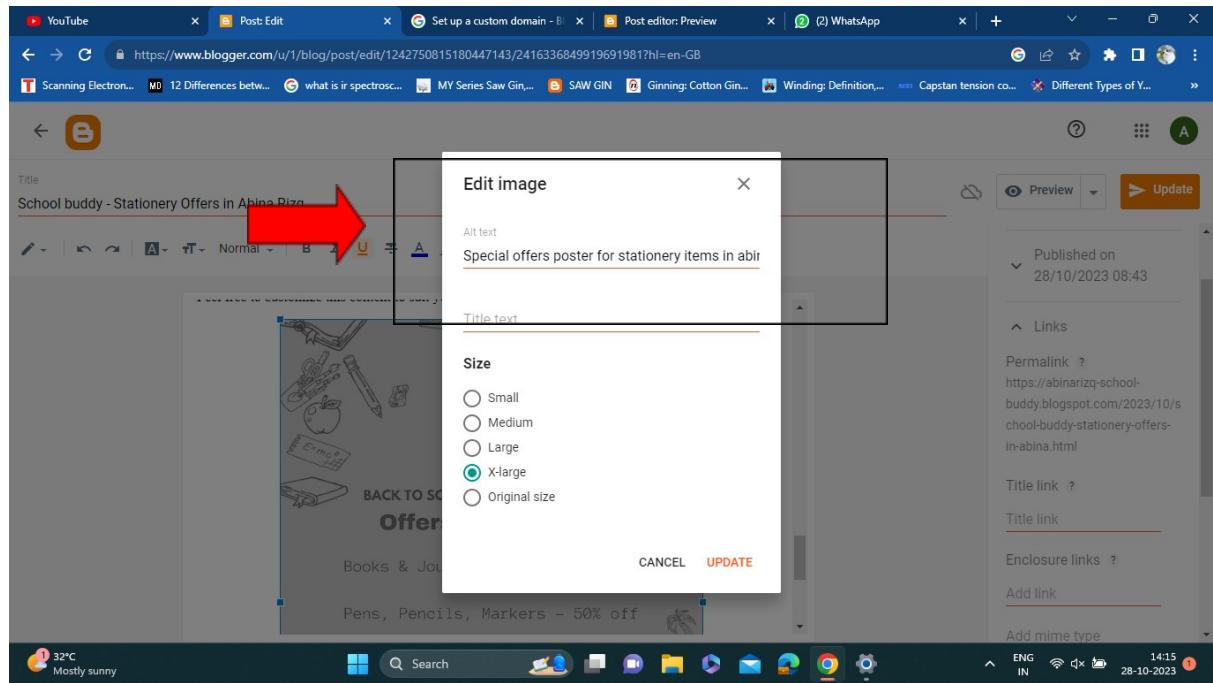
Use HTML header tags like <h1>, <h2>, etc., to organize your content for readers and search engines. Include relevant keywords in these headers, especially in <h1> and <h2>, different from your page title.



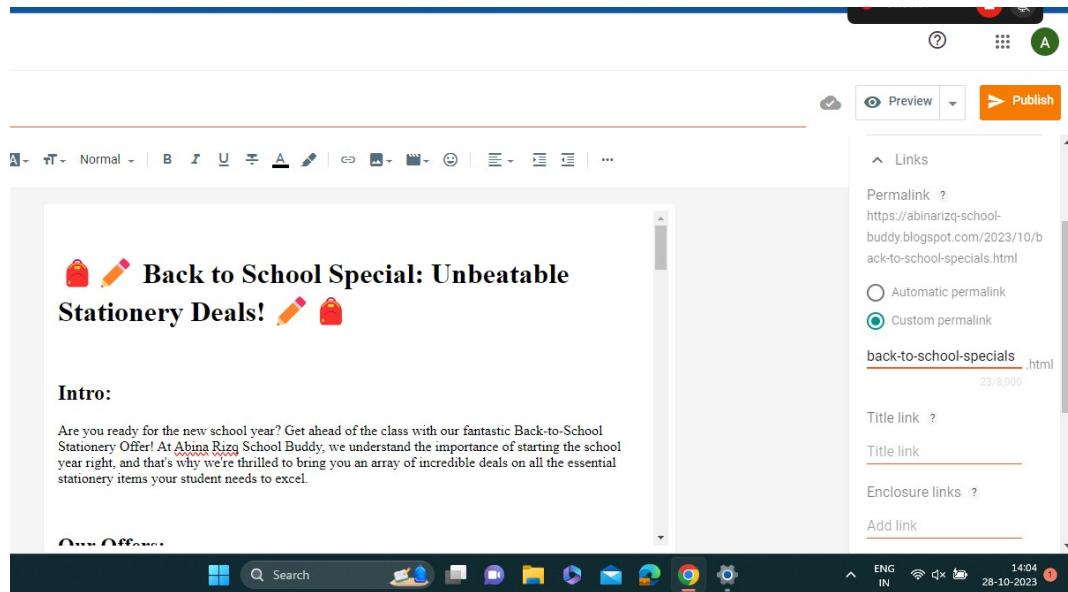
#### 4.Meta Descriptions:



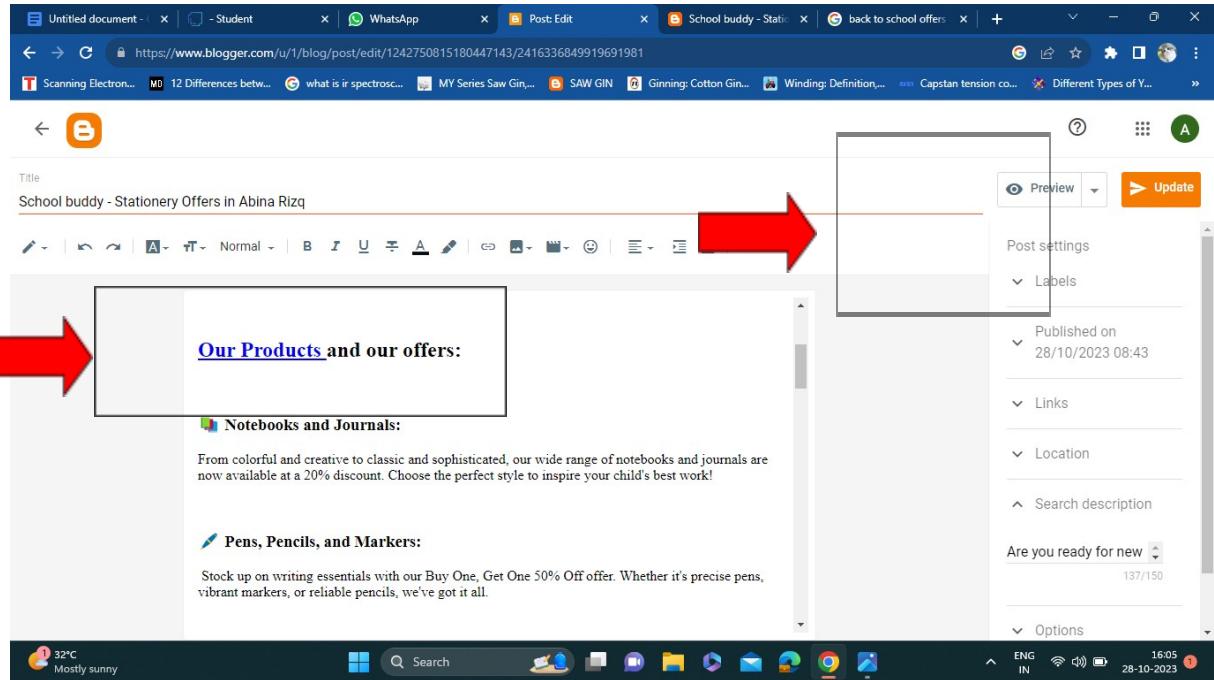
#### 5.Image Alt-text



## 6.Page Url



## 7.Internal linking



## 8.External Linking:

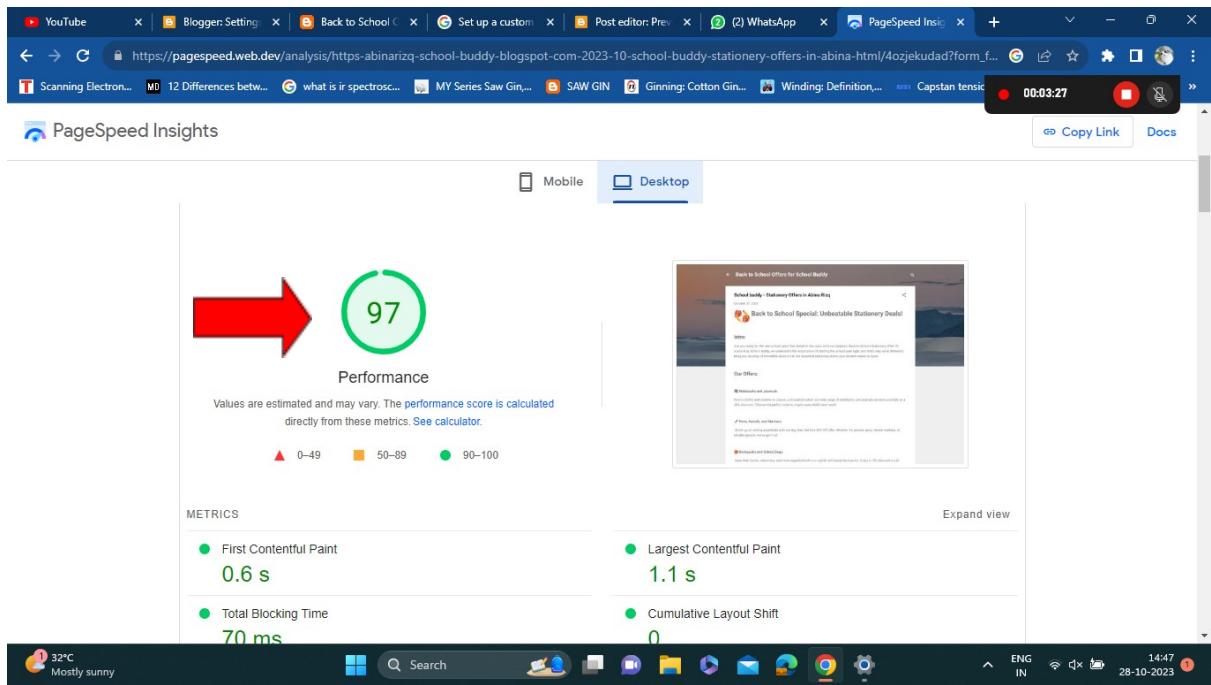
The screenshot shows a blog editor interface with a toolbar at the top. The main content area features a title "Back to School Special: Unbeatable Stationery Deals!" decorated with icons of a backpack and a pencil. Below the title is a section titled "Intro:" followed by a paragraph of text. A red arrow points from the left towards a callout box containing a blue link: "https://www.amazon.in/Office...". The callout box also includes a pencil icon and a copy button. Below this is another section titled "Our Offers:". The entire content area is enclosed in a large rectangular border.

## 9.Site Speed:

### Before:

The screenshot shows a browser window with multiple tabs open, including YouTube, Blogger Settings, Back to School, Set up a custom..., Post editor, WhatsApp, and PageSpeed Insights. The PageSpeed Insights tab is active, showing a desktop analysis. The overall score is very low, indicated by a large red exclamation mark icon. The "Performance" section is highlighted with a red arrow pointing to it. Below the score, there's a note: "Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator." At the bottom, a metrics table shows "First Contentful Paint" and "Largest Contentful Paint" with small red exclamation marks. The status bar at the bottom right shows the date as 28-10-2023.

## After:



## 10. 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.

## 11. 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.