

Onpage SEO Factors

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Keyword Research

Keyword research is the process of discovering valuable search queries that your target customers type into search engines like Google to look for products, services, and information.

Tools for Keyword Research: Google Keywords Planner, Semrush, Ahrefs, Search Suggestions in Search Engines, and many more

- Long-tail and Short-tail Keywords
- Keyword Search Volumes
- Keyword Difficulty

Keyword Appears in Domain

Having a keyword in your domain name doesn't give you the SEO boost that it used to. But it still acts as a relevancy signal.

Domain Authority

Domain Authority (DA) is a score that predicts how well a website will rank in search engine results. It's Indicated by Moz not by Google.

DA Checker Tool:

<https://moz.com/domain-analysis>

<https://websiteseochecker.com/domain-authority-checker/>

URL Length

Excessively long URLs may hurt a page's search engine visibility. In fact, several industry studies have found that short URLs tend to have a slight edge in Google's search results.

Keyword in URL

Another relevancy signal. A Google rep recently called this a "a very small ranking factor".

Keyword in Title Tag

Add your primary and secondary keyword to your title. Title should be always user friendly.

Keyword in Meta Description Tag

Add your primary and secondary keyword to your meta description.

Keyword Appears in H1 Tag

Add your primary keyword to your H1 tag. Per Page H1 should be only 1.

Keyword in H2, H3 Tags

Add your secondary or LSI keyword to your H2,H3 tag.

LSI Keywords

As with webpage content, LSI keywords in page meta tags probably help Google discern between words with multiple potential meanings. May also act as a relevancy signal.

Content: Quality, Length, AI

Quality content typically refers to content that is useful, accurate, reliable, and relevant to its intended audience. It is well-researched and thoughtfully produced to provide genuine value—the exact information or solutions that readers are seeking.

Also, first analyze your competitors' content length and then finalize your content length.

Do not directly paste AI-generated content on your website. Always try to invest in the content part for better ranking and traffic.

Keywords on Content

Add your primary, secondary and LSI Keywords on your content.

Image Optimization and Image Alt Tag

Images send search engines important relevancy signals through their file name, alt text, title, description and caption.

Always use .png or .webp image format.

Internal Links

The number of internal links to a page indicates its importance relative to other pages on the site (more internal links=more important).

Schema markup

Schema markup, sometimes referred to as structured data, is code you add to your webpages to help search engines better understand your content.

<https://technicalseo.com/tools/schema-markup-generator/>

Canonical Tag

When used properly, use of this tag may prevent Google from penalizing your site for duplicate content.

```
<link rel="canonical" href="Web page link"/>
```

OG Meta

Open Graph meta tags are snippets of code that control how URLs are displayed when shared on social media.

<https://www.opengraph.xyz/>

SEO Friendly URL Structure

An SEO-friendly URL structure is designed to help search engines understand a web page's content and meet the needs of users.

Use relevant keywords, Use hyphens, Use lowercase letters, Use HTTPS

Meta Robot Tag

The meta robots tag provides instructions to search engines, such as Googlebot and Bingbot, on how to index and serve pages in search results.

Here are some examples of meta robots directives:

- index: Tells search engines to index a page
- noindex: Tells search engines not to index a page
- follow: Tells crawlers to follow links and crawl pages
- nofollow: Tells crawlers not to follow links and crawl pages

HTML Code

```
<meta name="robots" content="index, follow"/>
```

```
<meta name="robots" content="noindex">
```

```
<meta name="robots" content="noindex, nofollow">
```

```
<meta name="googlebot" content="noindex">
```