

Onpage SEO

On-page SEO (sometimes called on-site SEO) is the process of optimizing parts of your webpages so they rank higher on search engines and get more search engine traffic.

This includes updating on-page content, title tags, internal links, and more.

On-Page SEO vs. Off-Page SEO

On-page SEO covers anything you can do on a webpage (or internally) to improve your rankings.

Off-page SEO covers anything you can optimize outside of your site (or externally) in an attempt to boost your rankings.

Why Is On-Page SEO Important?

Search engines use keywords and other on-page SEO elements to check whether a page matches a user's search intent.

And if the page is relevant and useful, Google serves it to the user.

OnPage Factors:

| | |
|----------------------------|------------------------------|
| Keyword Research | Content: Quality, Length, AI |
| Keyword Appears in Domain | Keywords on Content |
| Domain Authority | Image Optimization |
| URL Length | Image Alt Tag |
| Keyword in URL | Internal Links |
| Keyword in Title Tag | Schema markup |
| Keyword in Description Tag | Canonical Tag |
| Keyword Appears in H1 Tag | OG Meta |
| Keyword in H2, H3 Tags | SEO Friendly URL Structure |
| LSI Keywords | Meta Robot Tag |