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On-page SEO

Trainer:

Mark Williams-Cook
Candour
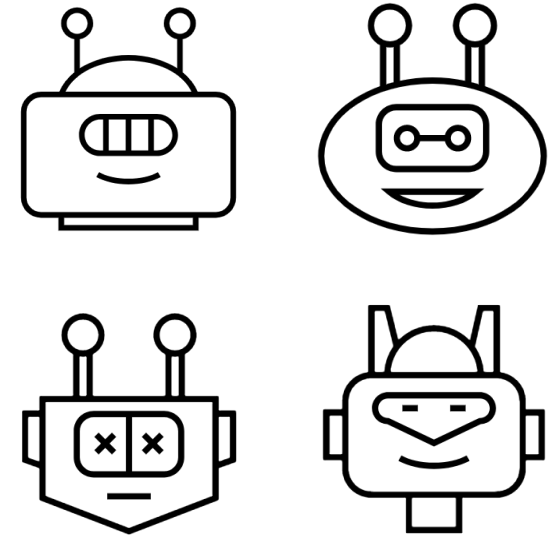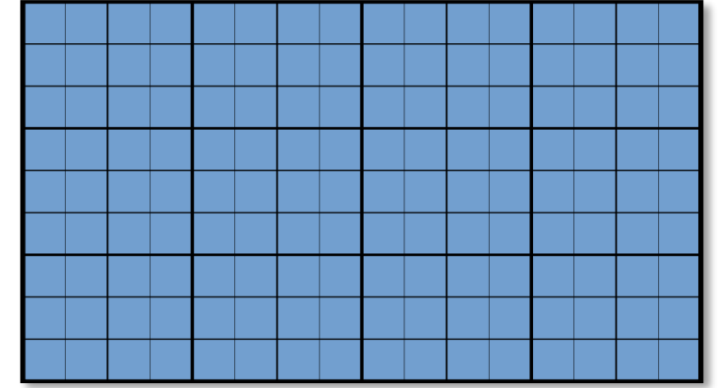
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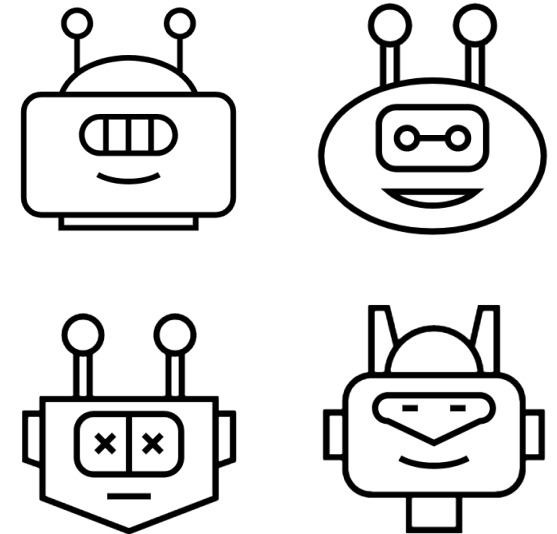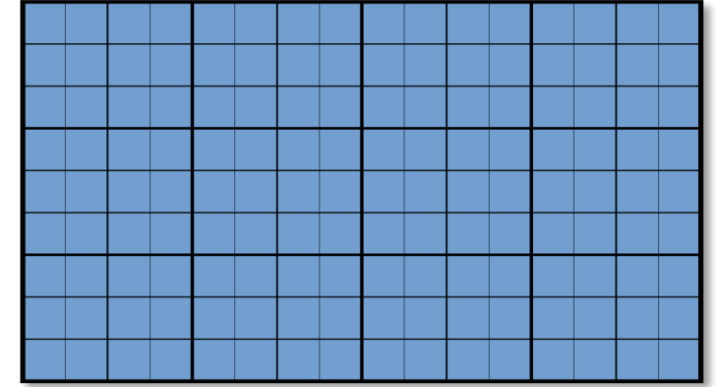
What is on-page SEO?
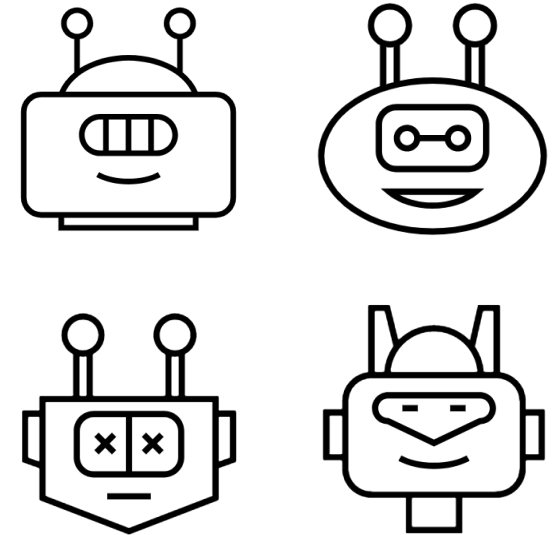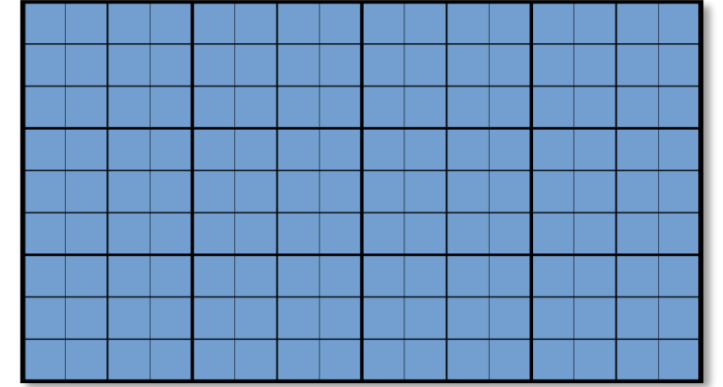
What is on-page SEO?

- On-page tags (titles, meta descriptions, etc)

- How the content is optimised

- Layout of the content
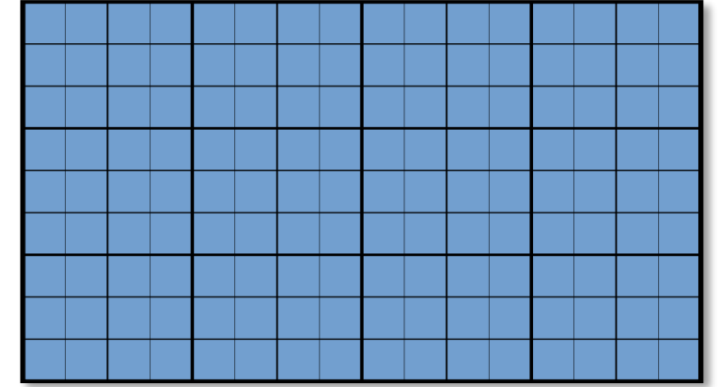
- Internal linking

On-page tags

- Title tag <title>
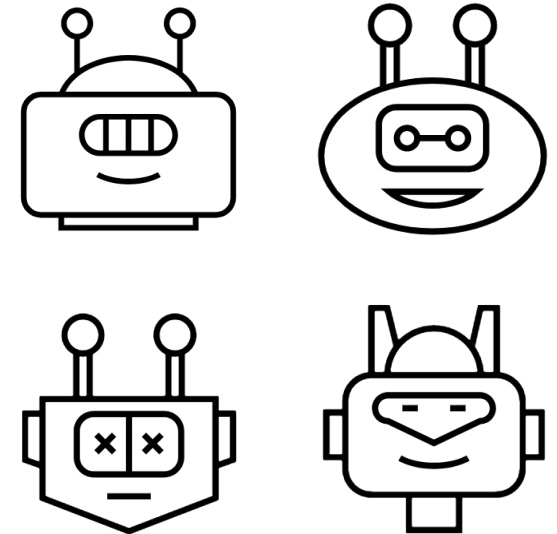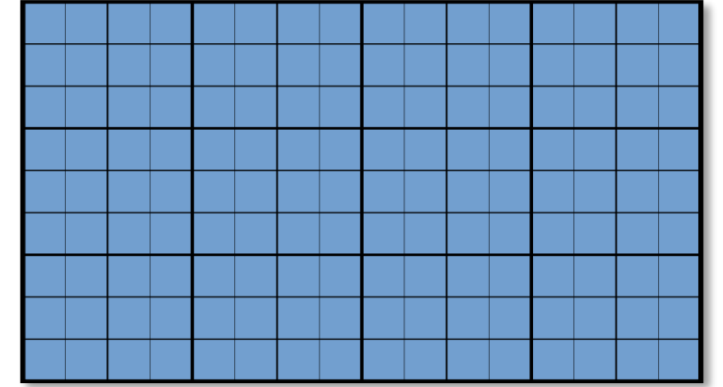
- Meta description

- Header tags

Key concept

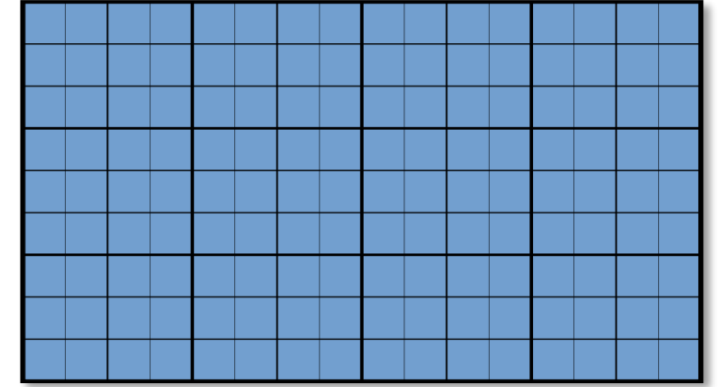The page title is one of the strongest on-page ranking factors that you have direct control over.

On-page tags

- Title tag <title>

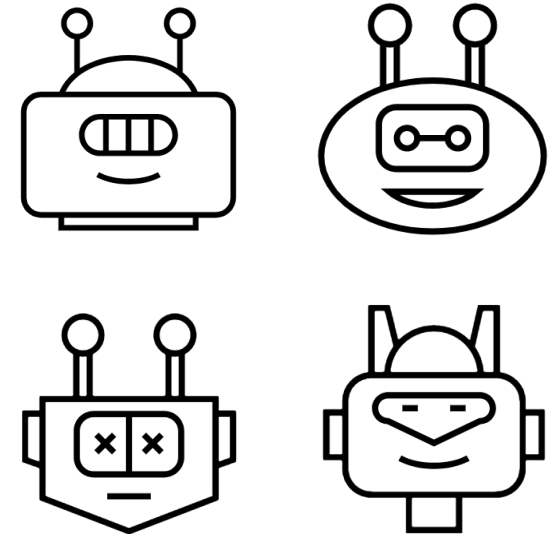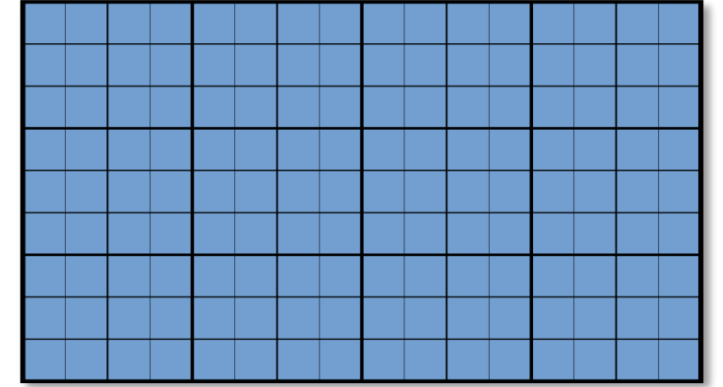- Meta description

- Header tags

Key concept

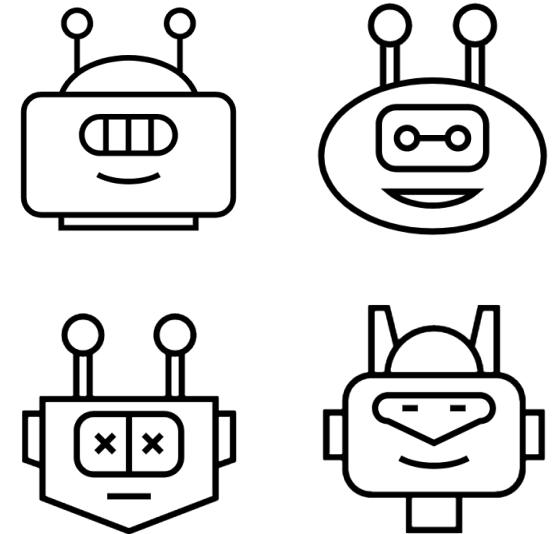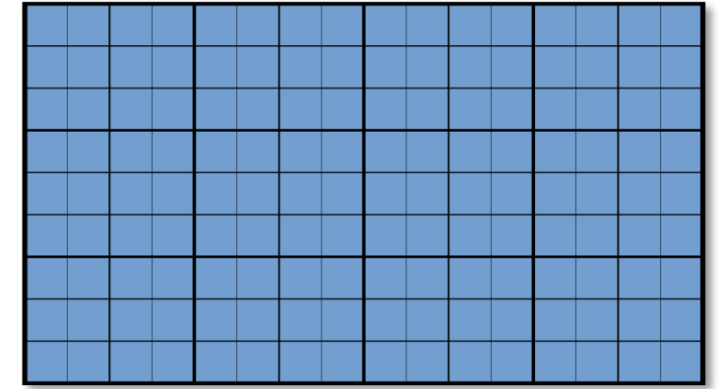The meta description has no direct impact on ranking but can significantly impact click-through rate.

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On-page tags

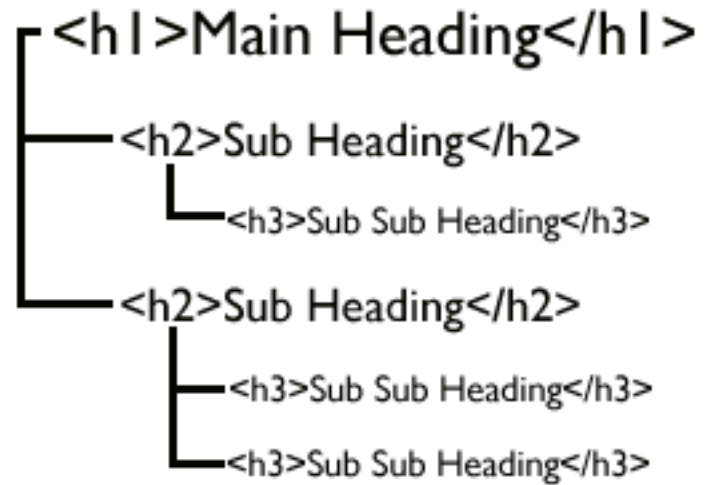- Title tag <title>

- Meta description

- Header tags

On-page tags

<h1>Main Heading</h1>
├── <h2>Sub Heading</h2>
│   └── <h3>Sub Sub Heading</h3>
├── <h2>Sub Heading</h2>
     ├── <h3>Sub Sub Heading</h3>
     └── <h3>Sub Sub Heading</h3>

Key concept

Google pays attention the size and prominence of text on a page. It doesn't strictly have to be a "header" tag, but this is best practise.