

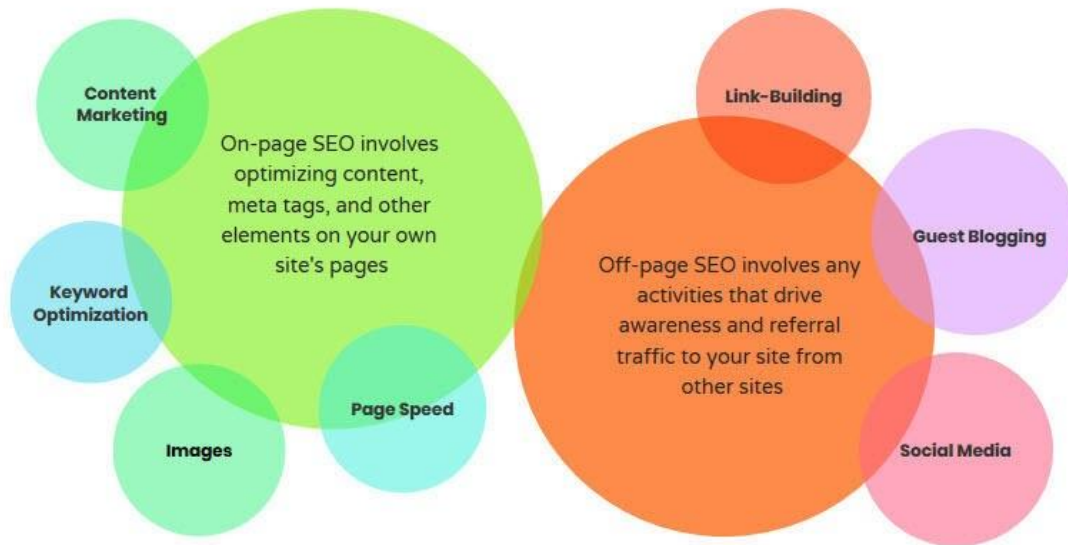
ON PAGE SEO

SAHAR ANDALEEB

ON PAGE VS OFF PAGE SEO

On page SEO is the practice of optimizing directly on a website where as, **off page SEO** involves strategies performed outside the website to boost authority and visibility

ON-PAGE SEO VS. OFF-PAGE SEO



ON PAGE

On Page SEO:

“On page SEO is the practice of optimizing elements on a website, for *search engine* and *users*, in order to rank higher in SERPs and derive more traffic.”

- Also known as **On Site SEO**
- To enhance individual page visibility and relevance

SUCCESS FACTORS OF ON-PAGE SEO

1. Keyword Research
2. URL Optimization
3. Tags (title, header and meta)
4. Images and videos
5. Internal linking

WHAT IS DOMAIN AND HOSTING?

Domain:

“A domain is the unique address of a website on the internet.”

- combination of letters, numbers, and hyphens
- Allows visitors to find your website online.
- Domains are purchased or registered from **domain registrars**, and they must be renewed periodically to maintain ownership.

Hosting:

“Hosting refers to the service that provide storage space for your website data.”

- Web hosting providers offer various types of hosting plans, including **shared** hosting, **dedicated** hosting, and **cloud** hosting.
 - Hosting providers manage server maintenance, security, and technical support.

HOW ARE DOMAIN AND HOSTING RELATED

- When a website is created, **it requires both a domain and hosting** to be accessible on the internet.
- The domain serves as the website's address, while hosting provides the infrastructure to store and serve the website's files and content.
- Together, they form the foundation of a web address.

EMD

Exact **M**atch **D**omain:

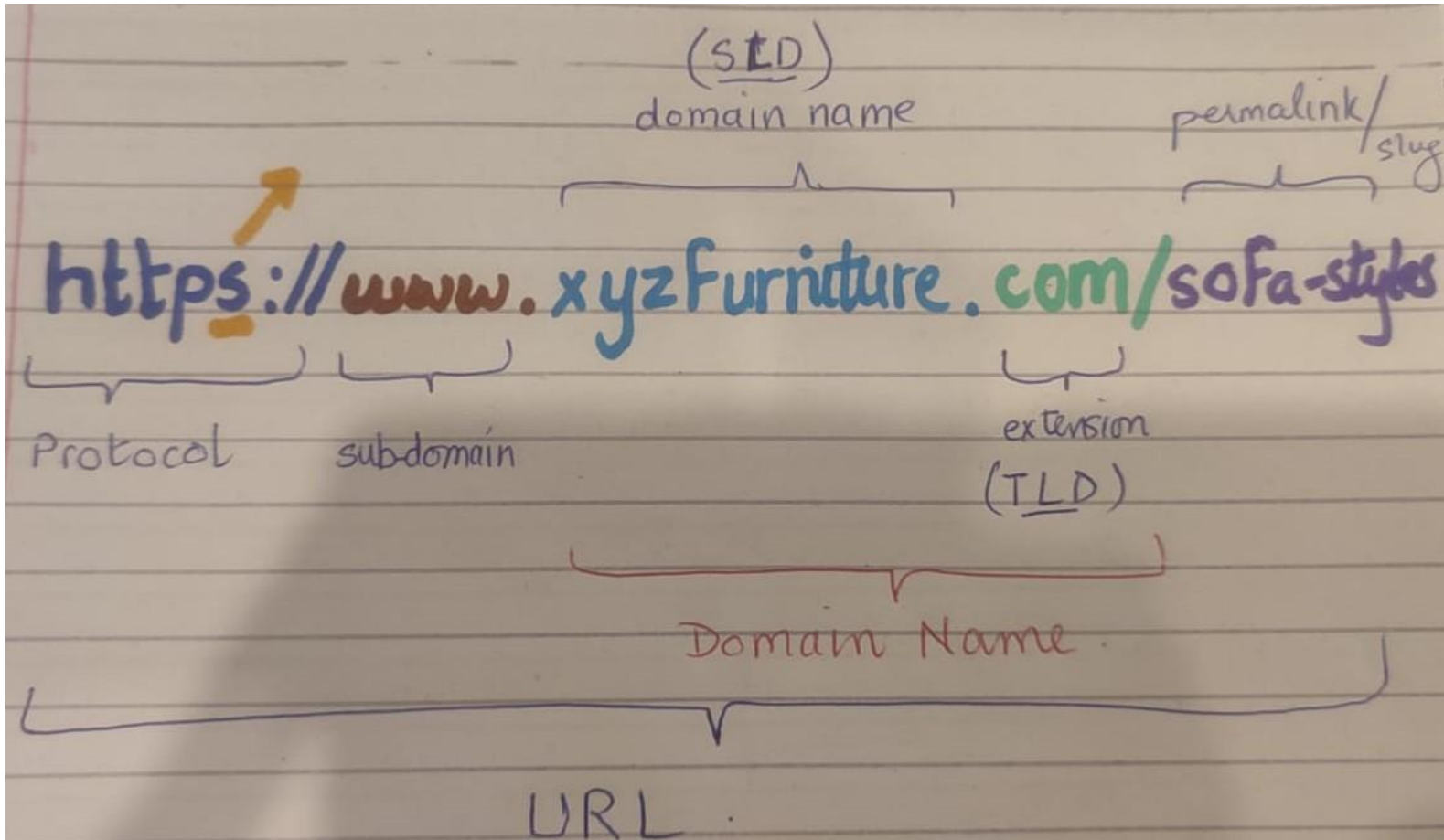
WHAT IS URL?

URL: (Uniform Resource Locator.)

“A URL is a specific type of web address that provides the complete location of a resource on the internet.”

- Resources such as, *web pages, images, videos, web applications, documents, forms, etc.*
- **Clear Page Naming** is very helpful for people who are trying to understand what a specific URL is about.
- **Page Organization:** Avoid nesting pages under irrelevant folders.
 - How you name your pages, and in what folders you choose to organize your pages, is an important way to clarify the topic of your page to *users* and *search engines*.
 - Watch out for repeat keywords in different subfolders.

URL STRUCTURE



URL STRUCTURE ... CONT.

SLD: Second Level Domain

- Unique name

TLD: Top Level Domain

- Extension
- **SLD + TLD = Domain Name**

http vs https

- Secure
- **SSL (Secure Socket Layer)**

- **TLDs** play a crucial role in both the functionality and perception of a website.
 - **Domain Classification:** Indicates the type or category of a website (.com, .org, .edu)
 - **Geographical Indication:** Identifies the country or region of the website (.uk, .ca, .pk)
 - **SEO Implications:** Can influence search engine rankings based on relevance and trustworthiness associated with certain TLDs.
 - **User Trust:** Certain TLDs (like .gov or .edu) are often perceived as more trustworthy.

URL STRUCTURE...

SUBDOMAIN ?!

Subdomain:

“A subdomain in a URL is a hierarchical component that precedes the main domain name and is separated by a dot.”

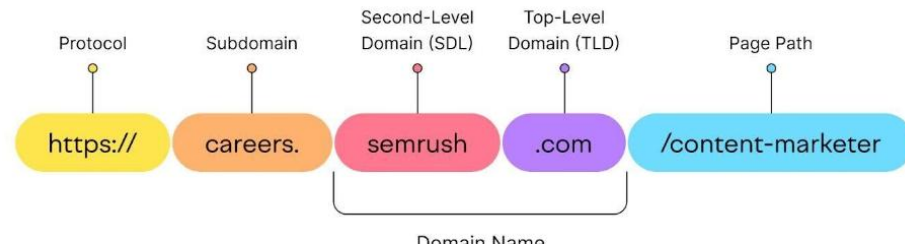
- It allows the organization and structuring of content within a domain.
- Subdomains can be used to create separate sections or branches of a website, each with its own unique content or functionality.

uk.example.com

support.example.com

store.example.com

Parts of a URL



URL STRUCTURE...

THE WWW. SUBDOMAIN

"**www**" subdomain stands for "**World Wide Web**."

- traditionally used as the default prefix for website addresses on the internet.
- more of a convention rather than a requirement
- "**blog**.xyz.com" and "**www**.xyz.com" are technically different subdomains.

Example:

→ google.com

→ Blog.google.com

URL

- a) Relevant folders for site hierarchy & content relevancy
- b) Keep folders shallow
- c) Avoid repeat keywords in sub folders

URL OPTIMIZATION

- URLs help search engines to understand what the page is about.
- **Your URL should contain a keyword that you want your page to rank for.**
- Each page should have different URL, targeting relevant keywords for that page.
 - Similar keywords shouldn't be used for different pages.

Factors for URL Optimization:

1. **Use SEO-friendly URLs:** SEO-friendly URLs are **short**, **descriptive**, and includes **relevant keywords**.
2. **Use Hyphens In-Between Words:** Use hyphens as “word separators” in your URL.
 - Underscores and spaces are discouraged by the Google.
 - <https://backlinko.com/seo-site-audit>

URL OPTIMIZATION ...

CONT.

3. **Stick With Lowercase:** Do Not Use all Capitals as it confuse search engines. here are two reasons for this:
 - Not all but some search engines are case-sensitive, so it is better to use lowercase letters
4. **Avoid special characters:** Stick to alphanumeric characters and hyphens to ensure compatibility across different platforms.
5. **Be consistent:** Maintain a consistent URL structure throughout your website for better organization and usability.
6. **Keep it concise:** Use short, descriptive URLs that convey the content of the page.

URL OPTIMIZATION ... CONT.

7. **Avoid dynamic parameters** in URLs, as they can make indexing and ranking more difficult. Use human readable word instead.

- Dynamic parameters in URLs refer to the query strings or parameters that are appended to the URL

<https://example.com/products?category=electronics&page=2>

Ugly URLs → Default page id by Google

www.xyzfurniture.com/page?id=1224

vs

Human Readable URLs

www.xyzfurniture.com/smart-tables

8. **Avoid dates in URLs:** Dates make your URLs longer. It also takes away the flexibility to update or repurpose content without changing the URL.

WHAT ARE META TAGS

“Meta tags are **HTML elements** that **provide information** about a webpage to search engines and website visitors.”

- They are **not visible on the webpage** itself but are embedded within the HTML code.
- Meta tags serve various purposes, from describing the content of a page to controlling how search engines index and display it in search results.

Title Tag: Defines the title of a webpage.

<title>XyzFurnitures | Smart-Minimal-Furniture</title>

Meta Description Tag: Provides brief summary of webpage content.

- Influences users' decision to click through to the site.

META TAGS ... CONT.

`<meta name="description" content=" Elevate your space with our collection of affordable minimalist furniture. Explore sleek designs for a modern, French-inspired aesthetic.">`

Meta Keywords Tag:

- Deprecated due to spamming

`<meta name="keywords" content="furniture, best minimal furniture, affordable furniture, minimal furniture">`

TITLE TAG OPTIMIZATION

- Title tags optimization is crucial for improving the visibility and click-through rate of your web pages in SERPs.
 - Use the principle of **keyword prominence**
 - **Keyword prominence means how noticeable and important a specific word or phrase is within a piece of content.**
 - **“Smart Minimal Furniture | Top 10 designs for a sleek home”**
 - **“Top 10 designs for a sleek home with modern furniture”**
1. **Relevance:** Title should accurately reflect the content of the page which should also be aligned with the search intent of users.
 2. **Keyword Placement:** Incorporate your target keywords naturally within the title tag.
 - Place the primary keyword closer to the beginning of the title for better visibility and relevance.

TITLE TAG OPTIMIZATION .. CONT.

3. **Length:** Keep your title tag within 50-60 characters to prevent truncation in SERPs.
4. **Unique Titles:** Each page on your website should have a unique title tag.
5. **Avoid Keyword Stuffing:** Avoid overloading your title tag with keywords.
6. **Hierarchy and Structure:** Maintain a clear hierarchy and structure in your title tags.
 - Use separators like pipes (|) or dashes (-) to indicate different sections of the title.
7. **Branding:** A brand name mentioned in title can increase brand awareness and CTR.
 - Place your brand name wisely, considering other factors like *brand recognition*, *search intent*, and *keyword placement*.

TITLE TAGS ... CONT.

Moz - SEO Software, Tools & Resources for Smarter Marketing

<https://moz.com/>

Backed by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.

It can also show up in web browsers...



Moz - SEO Software, Tools & R



<https://moz.com>

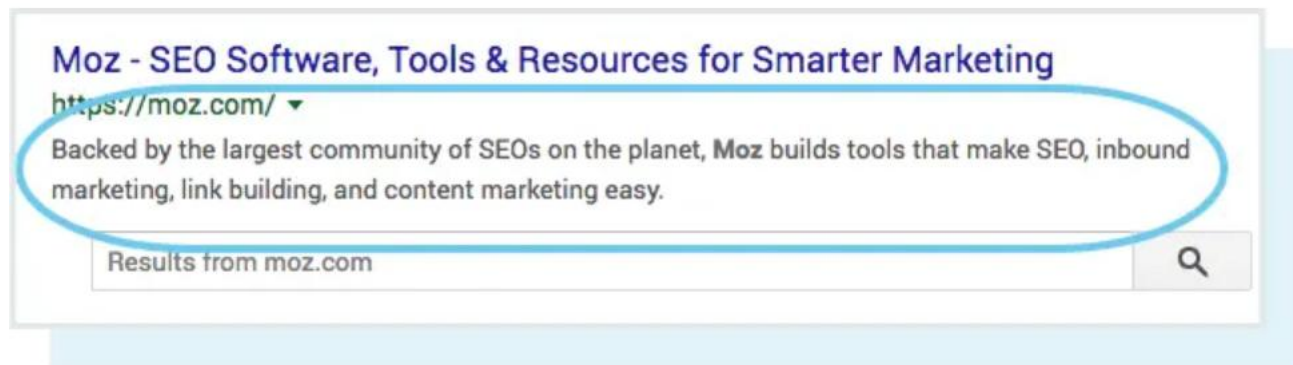
META DESCRIPTION?

“A meta description (also known as a “description tag”) is an **HTML attribute** designed to describe the content of a webpage.

- Nested in head tag.

< meta name="description" content="This is meta description text" />

- Meta description can lead to more clicks. → direct ranking factor.



META TAG OPTIMIZATION .. CONT.

1. **Use Benefit-Driven Copy:** Your meta description needs to clearly describe the BENEFIT someone will get from your page.

```
<meta name="description" content="This is a complete guide to on-page SEO. Learn exactly how to optimize your titles, descriptions and content in 2021.">
```

meta description tag they show in the SERPs.

- Total characters allowed 300
3. **Include Your Target Keywords** in your meta description.
 4. **Relevance:** Meta descriptions should be highly relevant to the content of your page.
 5. **Write Unique Meta Descriptions For Each Page**

SEO CONTENT OPTIMIZATION

- **Copywriting vs Content writing**
 - Copywriting primarily focuses on creating persuasive and compelling content with the intention of driving action, whereas, content writing is more about providing valuable information, entertainment, or education to the audience.
- **Keyword Density**
 - “Keyword density is a measure of how frequently a specific keyword or phrase appears in a piece of content, relative to the total word count.”
 - It's often expressed as a percentage.

<https://www.seoreviewtools.com/keyword-density-checker/>

<https://smallseotools.com/keyword-density-checker/>

SEO CONTENT OPTIMIZATION ...CONT.

- **Keyword proximity** refers to the closeness of keywords within the text. It measures the distance between two or more relevant keywords in content.
 - Closer proximity can indicate to search engines that the keywords are *contextually* related, enhancing the content's relevance.
 - Focus on readability and user experience rather than just proximity; overusing keywords can lead to penalties.
- **Keyword cannibalization** refers to a situation in which multiple pages on a website target the same or very similar keywords.”
 - pages end up competing with each other in search engine results, potentially harming the overall SEO performance of the website.

SEO CONTENT OPTIMIZATION ...CONT

- No **thin content**
 - Unique page for every single iteration of your KWs
 - Bridal gown /wedding gown
- Avoid **Cloaking**: “showing different content to search engines than to users”
- Avoid **keyword stuffing**
 - ‘including a keyword ‘x’ no. of times on a page.”
- Concise and compelling introductions.
- Articulate problems as well as solutions.
- Paras should not be longer than 300 words with subHeadings.
- Use keywords couple of times in each heading.
- Always write for your users.

HEADER TAGS

- Header Tags: H1, H2
- Header Tags are pieces of **HTML Code** that allow us to make certain keywords stand out on a web page.
- They are **Page Headings**
- It tells the user what the page is about and also determine whether continue to read it or not
- Use **multiple Headers**, it helps user grasp the content easily and **improve user experience**. If a visitor encounters a wall of text, they are most likely going to abandon the page.

IMAGES

OPTIMIZATION

- **Image Size and Compression:** Optimize image size and compress images without compromising quality to reduce page load times.
 - Image size < 100kb
- Use **descriptive filenames** with relevant keyword
- Use keywords in **Alt attribute** of image.

``

- Create unique images.
- **Image Sitemap:** Include images in XML sitemaps to ensure they are crawled and indexed by search engines.

IMAGE OPTIMIZATION

...CONT.

Image alt tag: Its role is to tell search engines about the intent of the image used.

- The alt tag is also helpful for visually impaired people as it speaks the alt tag of the image.

Image title: It is the name of the image. Google also checks for the image title to better understand the purpose of the image.

- Moreover, whenever users hover over the image on a page, the title becomes visible.

Image caption: If you want to show some text under the image on a blog post or page, the caption is used.

IMAGE OPTIMIZATION

...CONT.

- Use **Correct image format**:
 - GIF for image animation.
 - For lower resolution needs, use JPEG.
 - For high image resolution, use PNG.
 - PNG-24 for images with many colors and PNG-8 for those with fewer colors.
- **Image Dimensions** can effect image size
 - Bigger than 1920 x 1080 is unnecessary
 - Photoshop
 - Resizeimage.net
 - Image optimization tools
- Images should also be **responsive**.

IMAGE OPTIMIZATION ...CONT.

Image Caching:

Definition: Stores images in a user's browser or a CDN to reduce load times on repeat visits.

Benefits:

- Decreases server load.
- Improves page speed for returning visitors.
- Enhances user experience.

Image CDN (Content Delivery Network):

Definition: A network of servers that delivers images from locations closer to the user.

Benefits:

- Faster loading times by reducing latency.
- Scalable bandwidth during traffic spikes.
- Offloads traffic from the main server.

IMAGE OPTIMIZATION ...CONT.

Image Lazy Loading

Definition: Delays the loading of images until they are in the **viewport** (visible area of the browser).

Benefits:

- Reduces initial page load time.
- Lowers bandwidth usage for users who don't scroll down.

Example:

Imagine you have a blog post with a lot of images scattered throughout the text.

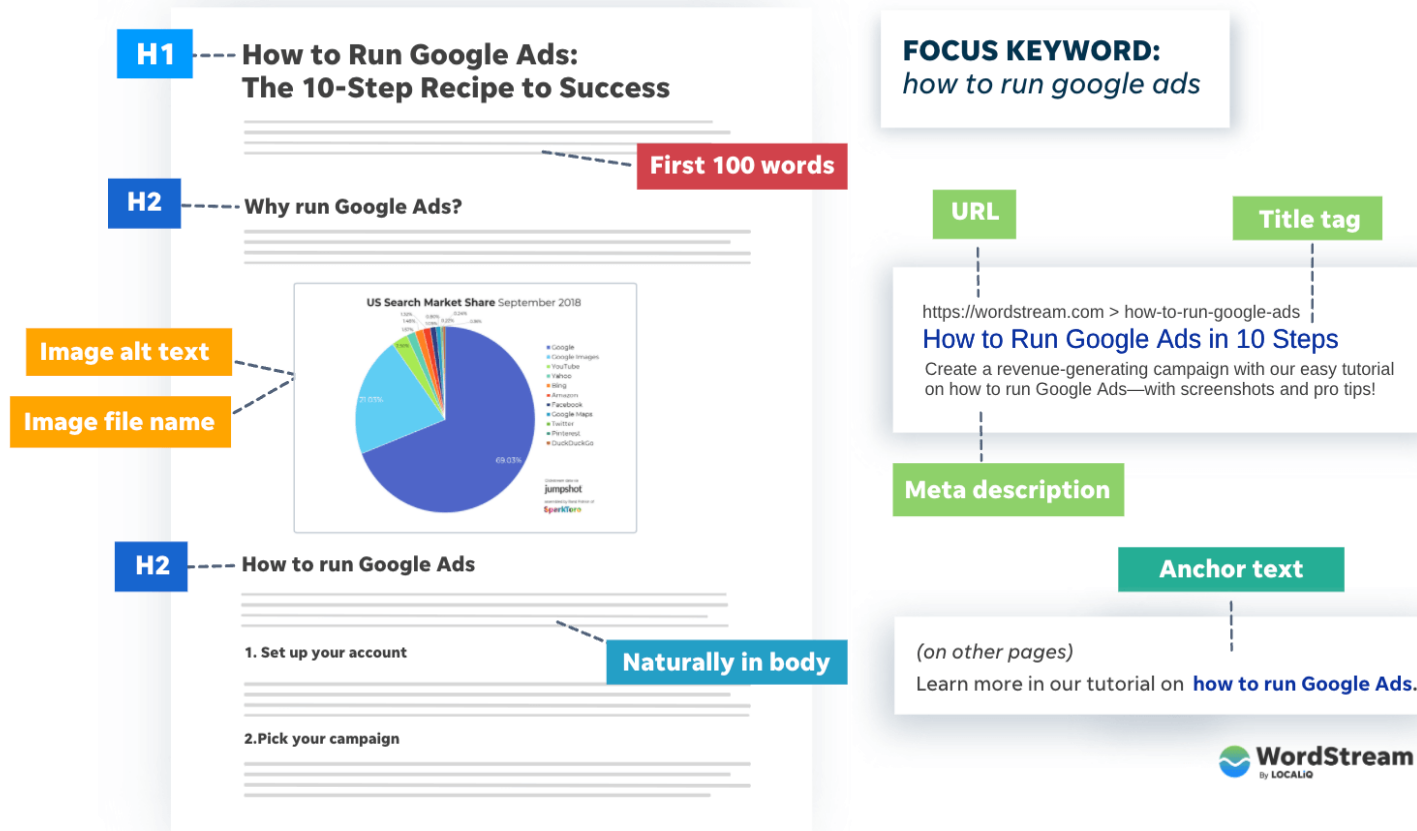
- **Without lazy loading;** all images would load at once when the page is opened, which *can slow down the loading time significantly*.
- **With lazy loading;** only the images visible in the viewport load. As the user scrolls down, images that come into view begin to load. For example, if the user scrolls down to image 3, that image will load just in time. Since not all images are loaded at once, *the page appears more quickly*. Users who don't scroll down *won't waste bandwidth loading images they never see*.

VIDEOS OPTIMIZATION

- Videos names and file structure should contain keywords.
- Video must be visible on first **contentful paint**.
- Video you want indexed must be the first to load on the page.

ON-PAGE SEO KEYWORD PLACEMENT

ON-PAGE SEO: KEYWORD PLACEMENT



CTR

What Is Organic Click-Through-Rate?

“Organic click-through-rate (also known as “Organic CTR”), is the percentage of searchers that click on a search engine result.”

- Organic CTR is largely based on ranking position but is also **influenced by** a result's title tag, description, URL and presence of Rich Snippets.

INTERNAL LINKING

- An internal link is any link from one page on your website to another page on your website.
- Both users and search engines use links to find content on website.
- Users use links to navigate through the site and find content.
- Search engines use links to navigate through the site. They won't see a page if there are no links to it.
- **IMPORTANCE:** Internal linking is an essential SEO practice that not only improves website usability and navigation but also helps to optimize content visibility, authority distribution, and overall search engine ranking potential.

INTERNAL LINKING EXAMPLE



ANCHOR TEXT

`supplements`