



On-Page SEO Starter Guide

A guide for web growth

Keyword Basics

Keywords are the foundation of on-page SEO. They're the terms people search for when looking for your content. Understanding keyword research is crucial. Start with these steps:

1. **Brainstorm:** List topics relevant to your business.
2. **Use Keyword Tools:** Tools like Google Keyword Planner, Ahrefs, or Semrush can help you find related keywords and their search volume.
3. **Analyze Competitors:** See what keywords your competitors are targeting.
4. **Focus on Long-Tail Keywords:** These longer, more specific phrases often have less competition and higher conversion rates (e.g., instead of 'SEO,' use 'SEO tips for small businesses').

Search Intent

Understanding *why* people are searching for a keyword is as important as the keyword itself. Google prioritizes content that matches the searcher's intent. Consider these four types of search intent:

- **Informational:** Seeking information (e.g., 'what is SEO?')
- **Navigational:** Looking for a specific website (e.g., 'Canva login')
- **Commercial:** Researching a product or service (e.g., 'best SEO software')
- **Transactional:** Ready to make a purchase (e.g., 'buy SEO audit')

Make sure your content aligns with the dominant search intent for your target keywords.

Page Structure

A well-structured page improves user experience and helps search engines understand your content. Follow these guidelines:

- **Use Heading Tags (H1-H6):** Structure your content logically with appropriate headings. Use only one H1 tag per page, and use H2-H6 for subheadings.
- **Keep Paragraphs Short:** Break up long blocks of text for readability.

- **Use Bullet Points and Lists:** Make information easy to scan and digest.
- **Include Visuals:** Images, videos, and infographics can enhance engagement and understanding.

Titles and Meta Descriptions

Title tags and meta descriptions are your first impression in search results. Optimize them to attract clicks:

- **Title Tag:** Keep it under 60 characters, include your target keyword, and make it compelling.
- **Meta Description:** Keep it under 160 characters, summarize the page's content, and include a call to action.

Example:

- **Title Tag:** On-Page SEO Guide: Optimize Your Website for Growth
- **Meta Description:** Learn how to optimize your website's on-page SEO for better search engine rankings and increased traffic. Get our free guide now!

Internal Linking

Internal links connect pages on your website, helping search engines crawl and understand your site's structure. They also help users discover related content. Consider these tips:

- **Link Relevant Pages:** Link to other pages on your site that are relevant to the current content.
- **Use Descriptive Anchor Text:** Use keywords in your anchor text (the clickable text of the link) to provide context.
- **Don't Overdo It:** Avoid excessive linking, which can be seen as spammy.

Content Formatting

How you format your content significantly impacts its readability and SEO performance:

- **Use Bold and Italics:** Highlight important keywords and phrases.
- **Optimize Images:** Use descriptive file names and alt text for images. Compress images to reduce file size and improve page speed.
- **Use Short URLs:** Keep your URLs concise and include relevant keywords. (e.g.)
- **Mobile-Friendly Design:** Ensure your website is responsive and looks great on all devices.

Technical Essentials

Technical SEO ensures your website is easily crawled and indexed by search engines:

- **Ensure Site is Mobile-Friendly:** Most searches are mobile, so make sure the site renders correctly on mobile devices.
- **Page Speed:** Optimize images and leverage caching to improve page speed. Use tools like Google PageSpeed Insights to identify areas for improvement.
- **Use HTTPS:** Ensure your website uses HTTPS for secure communication.
- **Create an XML Sitemap:** Submit your sitemap to Google Search Console to help search engines discover your pages.

On-Page SEO Checklist

- ☐ Keyword Research Completed
- ☐ Search Intent Identified
- ☐ Page Structure Optimized (H1-H6 tags, short paragraphs)
- ☐ Title Tag Optimized (under 60 characters, keyword included)
- ☐ Meta Description Optimized (under 160 characters, call to action)
- ☐ Internal Links Added (relevant pages, descriptive anchor text)
- ☐ Images Optimized (file names, alt text, compression)
- ☐ Mobile-Friendly Design
- ☐ Page Speed Optimized
- ☐ XML Sitemap Submitted

Quick Wins

Here are some quick things you can do immediately to improve your On-Page SEO.

- **Update Old Content:** Refresh outdated content with new information and keywords.
- **Fix Broken Links:** Use a tool like Screaming Frog to identify and fix broken links on your website.
- **Add Alt Text to Images:** Add descriptive alt text to all images on your website. This is one of the simplest ways to improve your SEO.
- **Make sure your site is mobile-friendly!**

Summary

This starter guide provides a foundation for optimizing your website's on-page SEO. By implementing these strategies, you can improve your search engine rankings, attract more traffic, and grow your business online. Remember to continually monitor your results and adapt your strategies as needed.