

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

Docente: Shadi Lahham

On-page seo

Optimization techniques

Shadi Lahham - Web development

On-page seo

On-page seo

on-page SEO refers to the optimization of individual web pages to improve their search engine rankings and attract relevant organic traffic

it involves optimizing various elements within the website's content, HTML code, and structure,

on-page SEO aims to make web pages more relevant, authoritative, and user-friendly, increasing their visibility in search engine results pages (SERPs)

On-page seo

Keyword research

thorough research is conducted using tools like Google Keyword Planner to identify keywords with high search volume and low competition

Title tag optimization

titles are crafted to be concise and compelling, incorporating primary keywords early without resorting to keyword stuffing

Meta description optimization

meta descriptions are written to be descriptive and keyword-rich, focusing on readability and relevance while staying within the recommended length

Header tags (H1, H2, H3)

headers are used to structure content effectively, with primary keywords in H1 tags and secondary keywords in H2 tags to reflect the content hierarchy

On-page seo

Content optimization

content is created to be valuable and well-structured, naturally integrating keywords in headings, body text, and meta tags to satisfy user intent

Image optimization

descriptive filenames and informative alt text are used for images, which are also compressed to improve loading speed and site performance

Internal linking

internal links are logically established with descriptive, keyword-rich anchor text to improve SEO, enhance site structure, and boost user experience

Url structure

uRLs are designed to be clean and keyword-inclusive, using hyphens to improve readability and avoiding special characters

On-page seo

User experience for seo

navigation and readability are optimized to enhance user experience, signaling value to search engines

Mobile-friendliness

responsive design ensures text readability and clickable elements on all devices, with mobile usability tested using tools like Google Lighthouse

References

[What is on-page seo - seobility wiki](#)

[What is on-page seo - ahrefs](#)

[On-page seo: what it is and how to do it](#)

[On-page seo: how to optimize for robots and readers](#)

[What is on-site seo? how to optimize a page - moz](#)