

# Web Developer

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

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# Page optimization

On-page seo

Shadi Lahham - Web development

# Page optimization

Title, description, content & linking

# Page optimization

crafting a page that attracts visitors and ranks well in search engine results requires careful optimization involving a strategic approach to various elements, including the title tag and meta description, strategies for optimizing content, and by understanding and implementing these optimization techniques, website visibility can be significantly enhanced, driving organic traffic

[14 Most Important Meta And HTML Tags For SEO](#)

# Title tag and meta optimization

# Title tag optimization

the title tag is the clickable headline that appears in search results, and optimizing it with relevant keywords helps search engines understand the content of the page and improves its chances of ranking for relevant search queries, so craft compelling and concise titles, include primary keywords early, and avoid keyword stuffing

chosen keywords : "authentic Italian pizza"

```
<title>Our Passion for Authentic Italian Pizza: We're the Best in Town</title>
```

recommended length of **50-60** characters, about **580-600** pixels

[Title & description tool in pixels](#) - don't copy paste

# Meta description optimization

the meta description is a short summary of your page's content that appears below the title in search results, influencing click-through rates and helping search engines understand the page's topic, so write compelling, descriptive summaries with keywords, keep descriptions within the recommended length of less than 150 characters, and prioritize readability and relevance

chosen keywords : "authentic Italian pizza"

```
<meta name="description" content="Discover the secret to our delicious, hand-tossed pizza. Experience the authentic taste of Italy at our pizzeria in Rome.">
```

recommended length of **120-160** characters, about **680-920** pixels

[Title and Meta Description Checker](#) - don't copy paste

# Content optimization



# Content optimization

creating high-quality, informative, engaging, and useful content is crucial for SEO, and by naturally incorporating relevant keywords into your content and headings, you can improve your chances of ranking for targeted search terms

so create valuable content that satisfies user intent, ensure it is well-structured and organized, and integrate target keywords naturally into titles, headings, and body text to help search engines understand the topic and improve ranking for relevant queries

# Content optimization

chosen keywords : "authentic Italian pizza"

```
<body>
  <h1>Our Passion for Authentic Italian Pizza: Why We're the Best in Town</h1>

  <p>Are you craving a truly authentic Italian pizza experience? Look no further than our pizzeria
    in Rome. We're dedicated to serving up the finest, hand-tossed pizza made with fresh,
    high-quality ingredients.
  </p>

  

  <h2>Our Commitment to Authentic Italian Cuisine</h2>
  ...
  <h3>Hand-Tossing Pizza Perfection</h3>
  ...
</body>
```

# Minimum content length

there is no limit on the minimum or maximum length for content, but a 700-word minimum can still be useful even for high-quality content since a longer piece can provide more opportunities to:

## **Incorporate keywords naturally**

the more words you have, the more opportunities to use relevant keywords

## **Cover the topic in depth**

longer content allows for a deeper exploration of the subject matter, providing valuable information to your audience

## **Rank higher in search results**

search engines often favor longer content, especially for in-depth topics

## **Focus on quality**

even if content is shorter than 700 words, well-written, informative, and valuable content can still rank well in search results, with the goal being to create content that is both informative and engaging for your audience

# Content optimization: opportunities

incorporate relevant primary keywords naturally into the page's permalink, the first paragraph since search engines often give more weight to content at the beginning, image alt attributes, and include both primary and secondary keywords in H2/H3 headers

pay attention to natural keyword density throughout the content, avoid [keyword stuffing](#) and include outbound links to authoritative sites and build internal links to related articles to improve site structure and aid search engines in understanding your content

# Content optimization: opportunities

integrate multimedia elements such as videos, slideshows and infographics to increase engagement

use the semantic HTML tags `<strong>`, `<em>` to improve user experience by emphasizing important content for readers, though their direct SEO impact is debated

# Implementation example

# Keyword implementation example

chosen keywords: "authentic Italian pizza"

**Title:** Our Passion for **Authentic Italian Pizza**: We're the Best in Town

**Meta Description:** Discover the secret to our delicious, hand-tossed **pizza**. Experience the **authentic** taste of **Italy** at our **pizzeria** in Rome.

**Permalink:** /best-**pizza**-in-rome-**authentic-italian**-pizza

**First Paragraph:** Are you craving a truly **authentic Italian pizza** experience? Look no further than our **pizzeria** in Rome. We're dedicated to serving up the finest, hand-tossed **pizza** made with fresh, high-quality ingredients.

**Image Alt Tag:** Delicious wood-fired **pizza** with fresh mozzarella and tomato sauce

**H2:** Our Commitment to **Authentic Italian** Cuisine

**H3:** Hand-Tossing **Pizza** Perfection

**Body Text:** At [Restaurant Name], we believe that **pizza** is more than just a meal; it's a passion. That's why we've dedicated ourselves to crafting the most **authentic Italian pizza** you'll find in Rome. Our **pizzas** are made with traditional techniques, using only the finest ingredients sourced locally. From the perfect dough to the flavorful toppings, every bite is a taste of **Italy**.

# Keyword implementation example

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="UTF-8">
  <title>Our Passion for Authentic Italian Pizza: We're the Best in Town</title>
  <meta name="description" content="Discover the secret to our delicious, hand-tossed pizza.
    Experience the authentic taste of Italy at our pizzeria in Rome.">
  <link rel="canonical" href="/best-pizza-in-rome-authentic-italian-pizza">
  <!-- the following meta tags are not so important for seo any longer -->
  <meta name="keywords" content="authentic Italian pizza">
  <meta name="author" content="John Doe, The Pizza Place - Passionate Pizzaiolo with Years of
Experience">
</head>
```



# Keyword implementation example

```
<body>
  <h1>Our Passion for Authentic Italian Pizza: Why We're the Best in Town</h1>

  <p>Are you craving a truly authentic Italian pizza experience? Look no further than our pizzeria in Rome. We're dedicated to serving up the finest, hand-tossed pizza made with fresh, high-quality ingredients.</p>
  

  <h2>Our Commitment to Authentic Italian Cuisine</h2>
  <h3>Hand-Tossing Pizza Perfection</h3>
  <p>At [Restaurant Name], we believe that pizza is more than just a meal; it's a passion. That's why we've dedicated ourselves to crafting the most authentic Italian pizza you'll find in Rome. Our pizzas are made with traditional techniques, using only the finest ingredients sourced locally. From the perfect dough to the flavorful toppings, every bite is a taste of Italy.</p>
</body>

</html>
```

Internal linking

# Internal linking

internal links are hyperlinks connecting pages within the same domain, vital for SEO as they improve site navigation, distribute page authority, and help search engines crawl websites efficiently, a well-implemented internal linking strategy can strengthen SEO by enhancing website structure, keyword targeting, and user experience

[Internal links: ultimate guide](#)

[Internal linking for seo: the complete guide](#)

# Internal links & SEO

## **Improves crawlability**

search engines use internal links to discover and index new content

## **Distributes [link equity](#)**

high-authority pages pass authority to linked pages, improving their ranking potential

## **Enhances user experience**

better navigation increases time on site and reduces bounce rates

## **Establishes website hierarchy**

helps search engines understand site structure

## **Aids in keyword optimization**

strategic anchor text distribution enhances keyword relevance

# Internal links best practices

## Descriptive anchor text with keywords

employ anchor text that describes the linked page's content and includes relevant keywords

```
<!-- a generic internal link with poor SEO value -->
```

```
<a href="/seo-guide">Click here</a>
```

```
<!-- improved with descriptive anchor text for better SEO -->
```

```
<a href="/seo-guide">Learn more about SEO best practices</a>
```

## Logical link structure

create a simple, hierarchical link structure that allows users and search engine bots to navigate easily, linking related articles to encourage exploration and engagement

- limit links per page to avoid clutter
- ensure important pages are within 3 clicks of the homepage
- regularly update broken or outdated links

# Example - wikipedia

World Wikipedia exemplifies effective internal linking

Each article interconnects with numerous others, facilitating user navigation between related topics, signaling content relevance to search engines, and creating a network of information that boosts the site's overall authority

By implementing a robust internal linking strategy, websites can improve SEO performance, user experience, and information architecture

# References

[What is Link Juice?](#)

Your turn



# 1. Long reads

explore insightful articles on the evolution of the web and its impact on digital lives, with recommended reads offering deep perspectives on the changes and trends shaping the online world

The Atlantic

[It's the End of the Web as We Know It](#)

The Verge

[How Google perfected the web](#)

recommended to read on mobile or in mobile view