

## **Day 8: On-Page SEO (Part 1): Copy and Title Tags (Unit II)**

**Lesson Goal: Learn the first two of the "big three" On-Page optimization elements: page copy and title tags.**

### **1. On-Page SEO Defined**

- **Definition:** On-Page SEO refers to how well your website's content is presented to search engines.
- **Function:** It helps in getting good search engine ranking but also increases overall readability of the site. It can be improved immediately by tweaking incorrect elements.

### **2. The Role of Page Copy**

- **Quality is Key:** A good content copy is the key to success. You need to produce original, unique and high quality content of relevance on a continuous basis.
- **Keyword Focus & Density:** Each piece of content should focus primarily on a single keyword or key phrase. The word should be mentioned for a specific number of times, known as keyword density. Industry standard is usually 3-5%.
- **Depth over Length:** You don't essentially need longer articles for better search engine rankings. Web pages with more content intensity and depth have started performing better.

### **3. Title Tags**

- **Importance:** Arguably the most important element among the "big three" (Title, Page Copy, Inbound Links).
- **Function:** Contains the words which appear in the clickable link of the search engine result.
- **Length and Structure:** Google has limited the page titles up to 70 characters. Primary keywords and secondary keywords should be mentioned first, and branded keywords at the end.