Chapter 5: On Page SEO

According to the definition of MOZ On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

I want to interrupt you for a second and tell you that if you are new to SEO then I suggest that you should start from *COMPLETE SEO GUIDE and then come back.*

Coming back to the point, On-Page SEO refers to everything that happens on your website both in Front End and Back End.

Title & Meta Tags, Schema, URL, Website Speed, Sitemap, and a lot more.

Everything is covered in detail in this blog but before that, you should know what is On-page SEO, and thus let's start from it.

What is On-page SEO?

On-page SEO is a method of optimizing different elements of various web pages of a website. It is basically done to gain access to large number of target audience by ranking higher on SERPs. On-page

SEO is used to optimize HTML source code and also the content on webpage.

How to do On-page SEO?

Here you are going to learn all the in-hand things required to do On-page SEO. Every bit and byte of on-page SEO to rank higher on Google will be covered below. Remember that On-page SEO is just one of the important methods to consider while aiming for a high rank on SERPs. A much important factor that tops all other ranking factors is user query intent which must be satisfied.

ON-PAGE SEO FACTORS

1. Schema
2. Title Tags
3. Meta Tags
4. URL Structure
5. Internal Linking
6. Page Speed
7. Sitemap

1. Schema

SCHEMA is nothing but a piece of information that is given to search engines. The goal of the schema is to

make search engines understand the content on your web page in a better way.

If it is easy for search engines to understand your content it will automatically rank you higher on the page.

Schema mark-up when added to your website, gives an enhanced description about your content and helps users and search engines understand what your web page is all about easy and thus ranked higher.

2. Title Tag

The title tag is the most important element through which search engine crawlers understand your content premise. It is the Title of the web page that appears on the search engine result page (SERPs). It should always be written in the H1 tag.

The title tag should be eye attractive as well as it should convey the core essence of your entire content. Also, the length of the Title tag must be kept in mind. There is no one size fits for the length of a title tag but approx. 45-65 character long can work out really well.

The title is one of the important things to consider while creating content. It can either make your content or break it. Use effectively.

3. Meta Tag

Meta tags are very important for Search engine crawlers as well as users. It is nothing but a short description of your webpage.

It summarizes the entire content of the web page so as to give headway on what your web page is all about. It generally appears beneath the Title URL.

It's important to have a unique and comprehensive meta description of each and every page of your website. Here also there is no fit formula for the perfect length of meta tags but one should always keep the range at approx. 180-200 characters.

4.URL Structure

URL stands for uniform resource locator which is nothing but an address on the internet where your website can be found by users and crawlers. A URL

shows the location of a web page on the internet.

URL consists of a protocol, Domain, and sub-directories. Sub-directories are basically folders inside folders or say web page inside the web page. It helps to differentiate user journey on basis of what is needed by the user. It has a limit of 2083 characters.

A pro tip on URL is that always include your keyword in the URL this helps the crawler understand better about your web page.

5.Internal linking

Internal linking is done for many uses. It helps the crawler notice important pages on a website. Also, users who visit the site are guided to relevant pages for their query via internal linking.

An internal link is a type of hyperlink which goes from one page of a domain to another page on the same domain. There are different methods of Internal linking. You can also use silo pages for this.

For example, 'https://www.amazon.in/shoes' is a URL that will redirect you to the shoe section of the amazon website.

6.Page speed

One of the very important things to consider while this is speed. If your page takes time to load it will result in a bad user experience which might affect your ranking. Several factors are there which need to be addressed like image optimization, server hosting quality, DNS, and many more.

Optimize your page speed and you are good to go. It is one of the easiest factors in on-page SEO which doesn't require much effort.

7.Sitemap

It is included in the source code of the website so the crawler can get an overview of all the web pages included in the entire domain of the website.

It is a list of web pages on the website which results in improved indexing by crawlers.

There are two types sitemaps: 1)HTML 2)XML

HTML- It is written in HTML language

Designed for users

Helps explore website easily

XML- It is written in XML

Designed for search engines

Fast indexing is done

These are some important SEO factors that you need to keep in mind while learning on-page SEO factors.

As you have successfully completed chapter 5 of the complete *SEO Guide from beginner to expert.*

I could expect that you have an understanding of On Page SEO and now it's time to learn Off Page SEO.

Now go and start *READING THE* **Chapter 6 to win the SEO game–** *WHAT IS OFF PAGE SEO?*