

# PAGE TITLES

Your website page titles (also known as [title tags](#)) are one of the most important SEO elements.

```
<title>The Ultimate Guide to Startups</title>
```

Titles tell both visitors and search engines what they can find on the corresponding pages.

To ensure your site pages rank for the proper intent, be sure to include the focus keyword for each page in the title. Incorporate your keyword as naturally as possible.

# HEADERS

Headers, also known as body tags, refer to the HTML element <h1>, <h2>, <h3>, and so on.

```
<h2>What is a startup?</h2>
```

These tags help organize your content for readers and help search engines distinguish what part of your content is most important and relevant, depending on search intent.

# META DESCRIPTIONS

**Meta descriptions** are the short page descriptions that appear under the title in search results. Although it's not an official ranking factor for search engines, it can influence whether or not your page is clicked on — therefore, it's just as important when doing on-page SEO.

The image shows a search engine result for 'Charity & Biscuits: Charity Web Design Agency | Run by ex ...'. A red arrow points to the title, labeled 'Meta title'. Another red arrow points to the text below the title, labeled 'Meta description'. The search results include the URL 'https://www.charityandbiscuits.com', a snippet of the page content, and several search results from the website, such as 'Contact us', 'Charity Web Design', 'Blog', 'Our work', 'DIY Digital Toolkit', and 'Why Charity & Biscuits ...'. At the bottom, there is a link for 'More results from charityandbiscuits.com »'.

Meta descriptions can also be copied over to social media when your content is shared (by using structured markup, which we talk about below), so it can encourage click-throughs from there, too.

## IMAGE ALT-TEXT

**Image alt-text** is like SEO for your images. It tells Google and other search engines what your images are about ... which is important because Google now delivers almost as many image-based results as they do text-based results.

That means consumers may be discovering your site through your images. In order for them to do this, though, you have to add alt-text to your images.

## PAGE URLS

Your **page URLs** should be simple to digest for both readers and search engines. They are also important when keeping your site hierarchy consistent as you create subpages, blog posts, and other types of internal pages.

## INTERNAL LINKING

**Internal linking** is the process of hyperlinking to other helpful pages on your website

Internal linking is important for on-page SEO because internal links send readers to other pages on your website, keeping them around longer and thus telling Google your site is valuable and helpful.

Also, the longer visitors are on your website, the more time Google has to crawl and index your site pages. This ultimately helps Google absorb more information about your website and potentially rank it higher on the search engine results pages.

## MOBILE RESPONSIVENESS

Google started favoring sites that are optimized for faster mobile speeds — even for desktop searches.

Mobile responsiveness matters.

# SITE SPEED

Whether viewed on a mobile device or desktop, your site must be able to load quickly. When it comes to on-page SEO, page speed counts big-time.

Google cares about user experience first and foremost. If your site loads slowly or haphazardly, it's likely your visitors aren't going to stick around — and Google knows that. Moreover, site speed can impact conversions and ROI.

## 1. Make sure your keyword is in your URL.

Add your target keyword to your URL so users and search engines know what kind of content they will find on the page.

For example, imagine you own a clothing store called MyFashionStore. You have a web page that includes Clothes. The keyword for this page is "Buy shirt Online" — so, you'd want to include that keyword in your URL. The URL for this web page may look like this: [www.MyFashionStore.com/buy-shirt-online](http://www.MyFashionStore.com/buy-shirt-online)

Here are a few tips on how to write SEO-friendly URLs:

- Remove the extra, unnecessary words.
- Use only one or two keywords.

*Use HTTPS (SSL) if possible, as Google now uses that as a positive ranking factor.*

## 2. Optimize your page title.

Craft a descriptive title that includes your target keyword and accurately describes the page's content.

Here are some best practices for when developing a page title:

- Keep it under 60 characters (per **Google's update**) to ensure that your titles display correctly. Although Google doesn't have an exact character limit, its display titles max out at 600 pixels. Keeping your titles at 60 characters or less ensures the title won't be cut off in search results.
- Don't stuff the title with keywords.
- Don't use all caps.
- Include your brand in the title, i.e. "Buy T-shirts Online — MyFashionStore".

## 3. Use headers.

Organize your content with header tags to make it more scannable and search-engine friendly.

Be sure to naturally incorporate important keywords in your headers, but choose different ones than what's in your page title. Put your most important keywords in your <h1> and <h2> headers.

#### **4. Include keywords in your body copy.**

In addition to your URL, title, and headers, you'll want to add your keyword throughout your web page(s). Sprinkle your keyword throughout your content as well where it fits naturally.

While keywords are both helpful and necessary for SEO, it's important to avoid keyword stuffing. This is when you excessively repeat keywords or key phrases in your content with the intention of manipulating search engine rankings.

Keyword stuffing can be detrimental to your website and web page's SEO. Not only does keyword-stuffing present a spammy and tacky reading experience, but modern search engines are smarter than ever — they've been designed to specifically monitor for (and penalize!) content that's unnaturally stuffed with keywords.

#### **5. Incorporate images, graphics, and other visuals.**

Add engaging and relevant visuals to your content to break up large blocks of text and make it more visually appealing. Visuals can also help drive potential image search traffic.

To optimize images for on-page SEO, ensure they are appropriately compressed for faster loading times, use descriptive filenames, and provide informative alt tags. By doing so, you can enhance both the user experience and the visibility of your web pages in search engine results.

#### **6. Add a meta description.**

Write a compelling meta description that summarizes the page's content and encourages users to click through from search results.

Here's what makes for a good meta description:

- Keep it under 160 characters, although **Google has been known to allow longer meta descriptions.** (Note
- Include your entire keyword or keyword phrase.
- Use a complete, compelling sentence (or two).
- Avoid alphanumeric characters like —, &, or +.

#### **7. Optimize visuals with alt-text.**

We talked earlier about image alt text. You'll want to optimize your visual content this way — and be sure to include your keyword in your image alt text. It'll help with the page's SEO as well as offer the potential to rank in image search (e.g. on a search engine image results page or image carousel).

Here's what to keep in mind when adding image alt-text:

- Make it descriptive and specific.
- Make it contextually relevant to the broader page content.
- Keep it shorter than 125 characters.
- Use keywords sparingly, and don't keyword stuff.

## 8. Add internal links.

Help search engines discover and understand the relationships between different pages on your website by adding internal links to your content.

To add internal links to your content, you'll need to:

- **Identify relevant anchor text.** Determine the anchor text (the clickable text) that you want to use for your internal link. The anchor text should be descriptive and related to the content of the page you're linking to.
- **Identify the target page.** Determine the specific page on your website that you want to link to. Choose a page that is contextually relevant and provides additional value or information related to the current content.
- **Place links strategically throughout the page.** Aim for a reasonable number of links per page, ensuring they are contextually relevant and add value to the user experience. Avoid excessive linking, as it may be seen as spammy.

## 9. Add external links.

It may seem counterintuitive to include external links throughout your page considering we just covered multiple reasons why internal linking is so important for on-page SEO. However, external links are also important.

By externally linking to credible and trustworthy sites, Google will know your page is also credible and trustworthy. Not only does Google want to know your site is well-referenced, but your visitors do, too.

Now that you know how to make on-page optimizations for a single page, let's talk through the steps of auditing and improving your on-page SEO at scale.