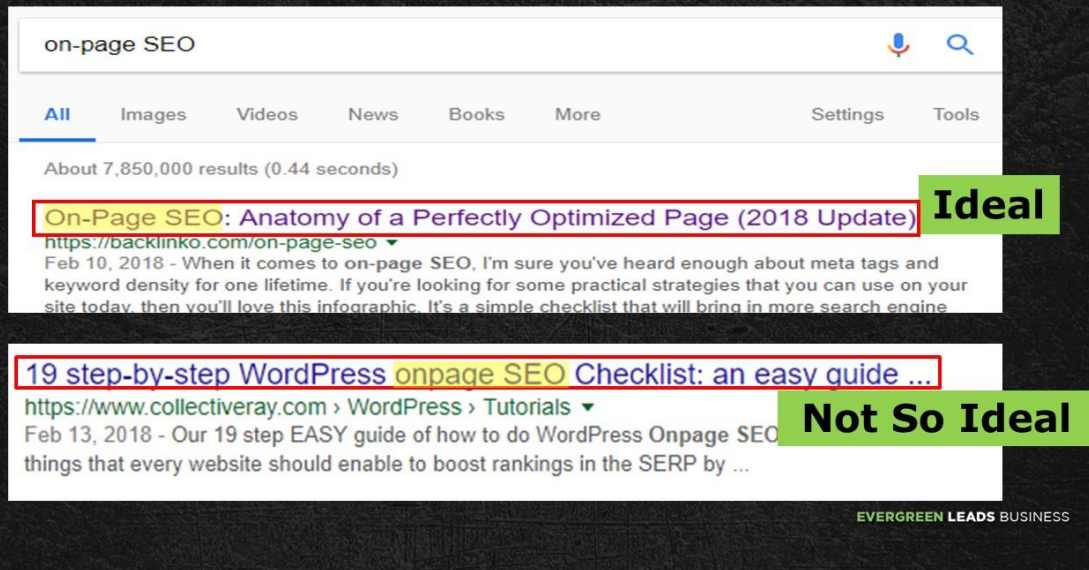


## 12-0 Guide To On-Page Search Engine Optimization



**S1:** In this video, we will show you how to improve your On-Page Search Engine Optimization. On-Page SEO is the practice of optimizing your website so that it will rank higher on the search result pages of search engines. How do we do that?

## Page Titles



### **S2: Page Titles**

For your website page titles, try to keep it below about 70 characters.

Not only that, do include one of your target keywords or phrases so it's easier for searchers to identify that your results are relevant.

Also, position keywords towards the front of the title to lower the risk of it getting cut off on search engine result pages.

## Meta Description

SEO basics: What is on-page SEO? • Yoast

<https://yoast.com> › [SEO blog](#) › [SEO basics](#) ▼

May 5, 2017 - Learn what **on-page SEO** is, what the difference is with off-page SEO and what you can do to improve your **on-page SEO**.

- **Snippet Optimizer**  
Title and Meta Description Simulation
- **Google Search Console / Screaming Frog SEO Spider**  
check for duplicates

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### S3: Meta Description

This is the short paragraph of text placed in the HTML of a webpage that describes its content. At times Google will show users the contents of the meta description tag in the search snippet. Although meta description does not impact Google rankings, Google does use click-through-rate (CTR) to determine whether your page is a good result.

- Limit your meta description tag to 320 characters.
- It should be actionable, in an active voice.
- It should include a call-to-action.
- It should match the content.

This is important. Google detects meta descriptions that trick the visitor into clicking into their site, and penalize them accordingly. Not matching the meta description will also increase bounce rate.

- It should contain the focus keyword.

If the search keyword matches text in the meta description, Google will be more likely to use that meta description and highlight it in the search results.

- The meta description should be unique. A duplicate metadescription will make all pages seem the same as all descriptions are equal - despite having different titles. Visit Google Search Console > Search Appearance> HTML Improvements or use [Screaming Frog SEO Spider](#) to check for duplicate meta descriptions
- You can use [Snippet Optimizer](#) to simulate how your title and meta description will appear in SERPs.

## Content

- Use keywords, but don't overdo it (example below).
- Quality content.
- Add video, images and content.

*We sell custom cigar humidors. Our custom cigar humidors are handmade. If you're thinking of buying a custom cigar humidor, please contact our custom cigar humidor specialists at custom.cigar.humidors@example.com.*

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### S4: Content

Using keywords in your content is used by Google as a ranking factor.

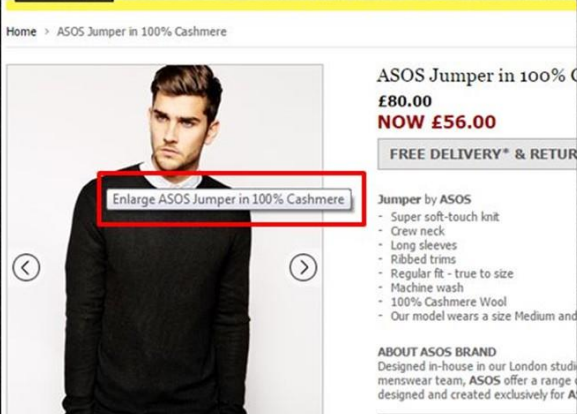
- Use keywords naturally. Focus on what matters to your audience, not how many times you can include a keyword or keyword phrase in



that content. While it's fine to use keywords in multiple locations on your site, don't overdo it or Google will demote your webpages in search results.

- Post longer and more quality content to boost visitor dwell time on your website.
- Engaging images, videos and diagrams can reduce bounce rate and increase dwell time - two crucial user interaction ranking factors.

## Images



Home > ASOS Jumper in 100% Cashmere


ASOS Jumper in 100% Cashmere  
£80.00  
**NOW £56.00**  
FREE DELIVERY\* & RETURN

Jumper by ASOS

- Super soft-touch knit
- Crew neck
- Long sleeves
- Ribbed trims
- Regular fit - true to size
- Machine wash
- 100% Cashmere Wool
- Our model wears a size Medium and

ABOUT ASOS BRAND  
Designed in-house in our London studio menswear team, ASOS offer a range of designed and created exclusively for ASOS

## Descriptive File Names



```

```

High quality prints of Van Gogh's Starry Night

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## Alt Text

## S5: Images

Use original images. Reference source if using an existing one.

Also, optimise the size of the images – the smaller the size (in bytes) of the image the better. Make sure your target keyword is part of your image Alt Text.

Use descriptive filenames – Don't just name your image 'image1145.jpg' but try to use descriptive filenames, for example 'man-eat-hotdog.jpg'.



## S6: Use SEO friendly URLs

Make URLs short and sweet. Not only that, make sure to include target keyword in URL.

## Internal Links

**Car**

From Wikipedia, the free encyclopedia  
(Redirected from Cars)

For other types of motorized vehicles, see [Motor vehicle](#). For the 2006 Pixar film, see [Cars \(film\)](#). For other uses, see [Car \(disambiguation\)](#).

A **car** (or **automobile**) is a wheeled [motor vehicle](#) used for [transportation](#). Most definitions of car say they run primarily on roads, seat goods.<sup>[2][3]</sup> Cars came into global use during the 20th century, and [developed economies](#) depend on them. The year 1886 is regarded as the birth of the modern car, with the [Benz Patent-Motorwagen](#). Cars did not become widely available until the early 20th century. One of the first cars that was accessible to the general public was the [Ford Model T](#), produced by the [Ford Motor Company](#). Cars were rapidly adopted in the US, where they replaced [animal-drawn carriages](#). Cars have controls for driving, parking, passenger comfort and safety, and controlling a variety of lights and other accessories.

**Links to other topics on same website**

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### S7: Use Internal Links

Internal links are hyperlinks on a webpage to another page or resource, on the same website or domain.

Link 2-3 internal links in every post. Alternatively, link 2-5 older posts when you publish a new post.

## Outbound Links

Share your new article on social media helps to crawl and index faster. It is very simple. Just share your link on facebook, twitter or any other social media. You can use [Jetpack Plugin](#) to share your article. Just setup the plugin and connect your social media accounts. When you publish your new post, your article will automatically be shared your connected accounts.

Another way for faster crawling and indexing is [PingoMatic tool](#). This tool helps your URL for indexing and crawling in a quick way. It is very and your URL will be crawled and indexed 6 hours.

**Links to  
other  
websites**

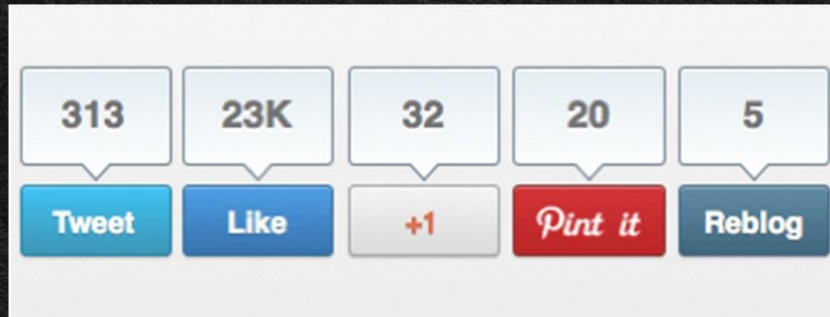
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### **S8: Use Outbound Links**

Outbound links are links that are going to direct you to another specific webpage or website. This aids Google in figuring out your page's topic. It also shows Google that your page is the center for quality info.



## Social Sharing Buttons

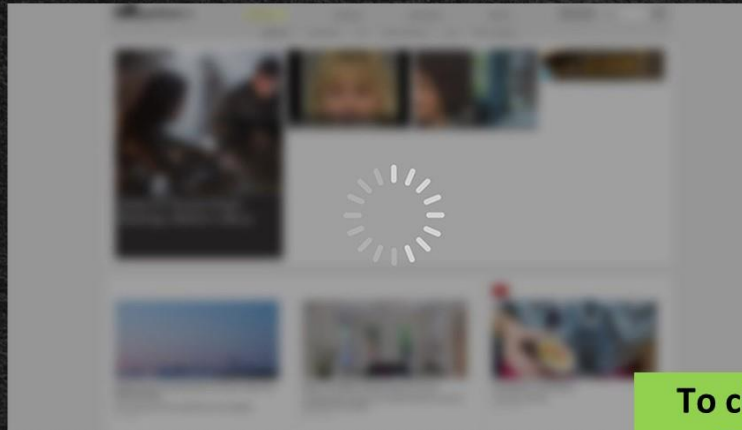


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### **S9: Use Social Sharing Buttons**

Social sharing generates more views, and this means more people linking to your site. This gives you an indirect ranking boost (Google does not take social signals into account when ranking sites)

## Site Speed



To check, use  
GTMatrix

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### **S10: Boost Site Speed**

Page loading speed is an SEO ranking signal. You can boost your site speed by using a Content Delivery Network, compressing images, and changing to faster hosting. You can check your site's loading speed with [GTMetrix.com](https://gtmetrix.com)