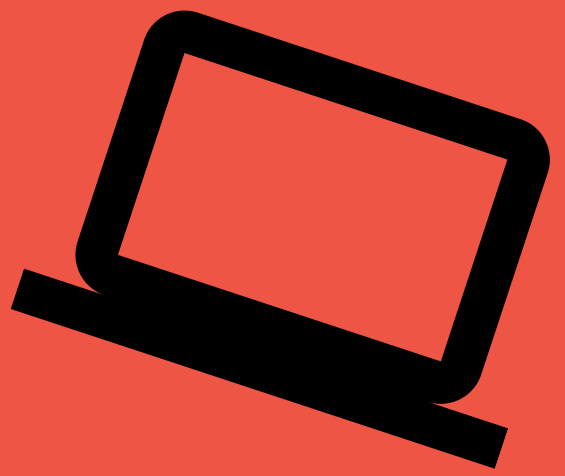


# 8 ON-PAGE SEO TIPS



On-page Search Engine Optimization (SEO) is a term used to describe a set of steps that should be taken on each page or blog post on your website in order to optimize the content.

by Leanne MacDonald

PAGE TITLE | COMPANY NAME

## 1 PAGE TITLES

Keep page titles to between 55 and 70 characters and include your focus keyword in the title. This is what will appear as the title of your page (usually the stuff in the biggest font) and will also appear as the title in search results. Hovering over the open tab in a browser will display your page title.

## 2 META DESCRIPTION

Meta Description should be about 150 characters and should describe the contents of the page itself. Not the website. This text is usually displayed along with the title in search results.

## 3 META TAGS (KEYWORDS)

Keywords may not be used by Google to rank your page, but they are helpful in assisting search engines to understand your page. Keyword tip = don't use words that don't apply to your specific content.

## 4 URLS:

Try to keep the URL of your page (the part that comes after "www.") to no more than 60 characters. Don't include "stop" words like "the", "and", "a".

## 5 BODY TAGS:

Body tags like H1, H2, H3 and H4 can be used to break up text and also help search engines understand sections of content on your page. Most H1 tags will default to the page title.

## 6 KEYWORD/PHRASE USAGE

Use the focus keyword/phrase you have identified as being important for the page towards the beginning of your text. Use variations of the keyword or phrase throughout the page.

## 7 IMAGES

Use relevant images to make your page more appealing. Insert ALT tags on the images to insert the title of the image and an appropriate description. Make sure the name of the image includes the keyword.

## 8 INTERNAL LINKS

Linking to other content within your site can help boost your site authority and is helpful for visitors to obtain further details on a topic you have previously written about.



H1, H2,  
H3, H4

