



Onpage **SEO** Guide

WHAT IS **ON-PAGE** SEO?

On-page SEO, also referred to as on-site SEO, is the process of optimizing web pages to raise a website's position in search results and attract organic traffic.

On-page SEO also involves making your headlines, HTML tags (title, meta, and header), and images as relevant and high-quality as possible. Additionally, it entails ensuring that your website exhibits a high degree of E-A-T — expertise, authority, and trustworthiness.

On-page SEO takes into account a number of web page elements that, when combined, will increase the visibility of your website in search results.



WHY ON-PAGE SEO IS IMPORTANT

On-page SEO is important because it helps search engines understand your website and its content, so it can determine whether it is relevant to a searcher's query.

As search engines become more sophisticated, there is a greater focus on relevance and semantics in search engine results pages (SERPs).



THE COMPLETE GUIDE TO **ON-PAGE** SEO

Adapting to **onpage SEO** is essential, and you can do it by ensuring that your website and its content are well-optimized according to the latest best practices. That goes for what is visible to users on your webpages (i.e., text, images, video, or audio) and elements that are only visible to search engines (i.e., HTML tags, structured data), as well.

You can't simply ignore **on-page SEO** because you have more control when optimizing for on-site elements than off-page SEO that consists of external signals (i.e., backlinks).

If you put effort into on-page strategies, you'll see a boost in traffic and a rise in your search presence. Not only that, you'll better meet the needs of your audience/customers, too.

This guide will walk you through the most important elements of onpage SEO.

Paying close attention to these 10 areas will help improve your content and authority – and increase your rankings, traffic, and conversions.

Google, with its plethora of complex algorithms, is now much better at:

- Understanding what users are searching for when they type a query.***

- Delivering search results that meet user intent (informational, shopping, navigational).***

THE COMPLETE GUIDE TO **ON-PAGE** SEO 10

This handy **on-page SEO** checklist will help guide you on how to optimize your website or blog.

E-A-T, which stands for Expertise, Authoritativeness, and Trustworthiness, is the framework that Google raters use to assess content creators, webpages, and websites as a whole.

Google raters use the Search Quality Guidelines to evaluate content as per this concept of E-A-T.

Google has always put a premium on high-quality content. It wants to ensure that sites producing high-quality content are rewarded with better rankings – and that sites with low-quality content get less visibility.

There is a clear relationship between what Google considers high quality content and what appears in the search results.

Google's Gary Illyes confirmed in a Q&A with Maries Haynes that Google does not score E-A-T.

Call it correlation or causation – whatever it is, E-A-T is somehow playing a role in Google's organic search results.

This means E-A-T must be a consideration in your SEO strategy.

Create High-Quality Content That Can E-A-T

1

The title tag, an HTML tag that exists in the head section of each webpage, provides an initial cue or context as to the topical subject matter of that page.

It is featured prominently in the SERPs (typically used as the clickable link) and in the browser window.



2

Write Persuasive Title Tags

The title tag has little impact on organic rankings, but it is a confirmed ranking factor.

Google's John Mueller has shared that page titles are not vital for rankings compared to the main content:

With that said, missing, duplicate, and poorly written title tags can all negatively impact your SEO results, so make sure you're optimizing for this element.

Since the early days of SEO, meta descriptions have been an important optimization point.

Meta descriptions are tags that provide a description of what the page is about and are often displayed in the SERPs underneath the title of the page.

While Google maintains that meta descriptions don't help with rankings, there is anecdotal evidence that indirect attributes of better descriptions do help.

3

Write Compelling Meta Descriptions

"We do use [the title tag] for ranking, but it's not the most critical part of a page. So it's not worthwhile filling it with keywords to kind of hope that it works that way."

Optimizing meta description correctly can help improve:

- Click-through rate (CTR).
- Perception of the quality of the result.
- Searcher understanding of what your website offers.

4

Write Captivating Headlines

Header tags are HTML elements (H1-H6) used to differentiate headings and subheadings within your content from other types of text (e.g., paragraph text).

5

Treat Header Tags Like Headlines

For example, this is one of the top performing posts in terms of clicks on Search Engine Journal: [7 Urgent Steps to Take When Your Facebook Account Gets Hacked](#).

Your headlines need to spark interest for it to stand out on the SERPs – enticing users to click through and continue reading the rest of the content.

Make the value the post offers clear with a captivating headline that clearly communicates the value of clicking through.

Header tags aren't as critically important for your site rankings as they used to be, but these tags still serve an important function – for your users and your SEO.

They can indirectly impact your rankings by:

- Making your content easier and more enjoyable for visitors to read.
- Providing keyword-rich context about your content for the search engines.

SEO writing means creating content with both search engines and users in mind.

There is a strategy behind writing solid SEO content – and it is more than just keyword research and filling in the blanks.

Simply producing content for the sake of it won't do. Remember that you're writing content for people – therefore, that content must be high-quality, substantial, and relevant.

6

Write for Users After You've Done Your SEO Research

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7

Avoid Keyword Cannibalization

Targeting a specific term across multiple pages can cause “keyword cannibalization,” which has some potentially disastrous consequences for your SEO. When you have multiple pages ranking for the same keyword, you're competing with yourself. It's essential to identify whether keyword cannibalization exists on your website and resolve it right away.

8

Conduct Regular Content Audits

Most content creators are focused on creating new content that they forget to audit their existing content. And this is a mistake. Auditing your existing content is crucial because it helps you:

- Evaluate whether your existing content is achieving its goals and gaining ROI.
- Identify whether the information in your content is still accurate or has become stale (or even outdated).
- Determine what types of content are working for you.

Content audits can significantly help your SEO strategy, and they should be done on a regular basis. Adding images is a good way to make your web pages more appealing. But not all images are created equal – some can even slow down your website.

Optimizing images properly will help you make the most of a valuable SEO asset. Images shouldn't be an afterthought. Make sure to incorporate images that support your content and use descriptive titles and alt text.