

# WHAT IS SEO ?



Search Engine Optimization is the process of improving the visibility of a website on organic ("natural" or un-paid) search engine result pages (SERPs), by incorporating search engine friendly elements into a website.

A successful search engine optimization campaign will have, as part of the improvements, carefully select, relevant, keywords which the on-page optimization will be designed to make prominent for search engine algorithms.

Search engine optimization is broken down into two basic areas:

- ( 1) on-page, and
- ( 2) off-page optimization.

### **ON Page:**

(a) On-page optimization refers to website elements which comprise a web page, such as HTML code, textual content, and images.

(b) On Page SEO is the Science of optimizing the contents of a website such that it becomes friendlier to the search engines.

This technique includes the optimization of texts, images, tags, Url structure, internal links ,external links, headers etc.

The most important On-Page SEO tips are:

- Having optimized titles and descriptions
- Proper URL Structures
- User friendly navigation (breadcrumbs, user sitemaps)
- Optimized internal links
- Text Formatting (use of h1,h2,bold etc)
- Image optimization (image size, proper image names, use of ALT tag)
- User friendly 404 pages
- Fast loading pages
- Mobile Friendly pages
- Top quality fresh content (This is always the most important SEO factor!)

- External links (no broken links or links to 'bad' sites)

## **OFF Page:**

Off-page optimization refers, predominantly, to backlinks (links pointing to the site which is being optimized, from other relevant websites).

Unlike On- page SEO, Off-page SEO refers to activities you can perform outside the boundaries of your website. The most important are:

- Link Building
- Social Media Marketing
- Social bookmarking

## **What Are The Benefits Of 'Off-Site SEO' To Website Owners?**

A successful off-site SEO strategy will generate the following benefits to website owners:

**Increase in rankings** – The website will rank higher in the SERPs and this also means more traffic.

**Increase in PageRank** – Page rank is a number between 0 and 10 which indicates the importance of a website in the eyes of Google. It is the system invented by Larry Page and Sergey Brin (Google founders) and one of the reasons that Google was so successful in showing the most relevant results to the searcher. Page rank today is only one out of the 250 factors that Google is using to rank websites.

**More exposure** – Higher rankings also means greater exposure because when a website ranks in the top positions: it gets more links, more visits and more social media mentions. It's like a never ending sequence of events where one thing

leads to another and then to another etc.

## **(1)Link Building :**

Link building is the most popular and **effective** off-Page SEO method. Basically by building external links to your website, you are trying to gather as many 'votes' as you can, so that you can bypass your competitors and rank higher.

For example, if someone likes this article and references it from his/her website or blog, then this is like telling search engines that this page has good information.

Over the years webmasters have been trying to build links to their websites to get higher rankings and they 'invented' a number of ways to increase link count. The most popular ways were:

**Blog Directories** – something like yellow pages but each entry had a link pointing to a website.

**Forum Signatures** – Many people were commenting on forums for the sole purpose of getting a link back to their website (they included the links in their signature).

**Comment link** – The same concept as forum signatures where you would comment on some other website or blog in order to get a link back. Even worse, instead of using your real name you could use keywords so instead of writing 'comment by Alex Chris', you wrote 'comment by How to lose weight'.

**Article Directories** – By publishing your articles in article directories you could get a link (or 2) back to your website. Some article directories accepted only unique content while other directories accepted anything from spin articles to already published articles.

**Shared Content Directories** – Websites like hubpages and infobarrel allowed you to publish content and in return you could add a couple of links pointing to your websites.

**Link exchange schemes** – Instead of trying to publish content you could get in touch with other webmasters and exchange links. In other words, I could link your website from mine and you could do the same.

In some cases you could even do more complicated exchanges by doing a 3-way link: I link to your website from my website but you link to my website from a different website.

Notice that I used the past tense to describe all the above methods because not only they do not work today, **you should not even try them.**

If you try to 'trick' search engines by building artificial links, you are more likely to get a **penalty** rather than an increase in rankings (especially when it comes to Google).

## The Birth Of Black Hat SEO :

Link building was an easy way to manipulate the search engine algorithms and many spammers tried to take advantage of this by building link networks which gradually lead to the creation of what is generally known as black hat SEO.

Google has become very intelligent in recognizing black hat techniques and with the introduction of Panda, Penguin and Hummingbird (that's how the Google Algorithm releases are called), they have managed to solve the problem and protect their search engine results from spammers.

Of course there are still exceptions but they are doing advances in every new algorithmic release and soon enough none of these tricks will work.

To "follow" or "nofollow"

In addition to the above and in order to give webmasters a way to link to a website without passing any 'link juice' (for example in the case of ads), search engines introduced what is known as the "nofollow" link.

This is a special tag you can add to a link (for example: "<a href=http://www.somesite.com rel="nofollow">Some Site</a>") that tells search engines not to count the particular link as a 'vote of trust' to the referenced website.

This was done so that you can link to other websites from yours without taking the risk of being caught for selling or exchanging links.

As a rule of thumb, you should add the nofollow tag on all your external links (within your pages) that go to websites you cannot trust 100%, to ALL your comment links, to ALL your blogroll links and to ALL banner ad links.

## What Is A Good Link?

So, if the above links are not useful, what is a good link?

First, you should understand that link building it's not only a matter of quantity but it is a matter of quality as well.

In other words, it no longer matters how many links are pointing to your website but it is more important from where these links are coming.

For example, a link from a normal blog does not have the same 'weight' as a link from *New York Times* or a link from *Matt Cutts blog* (former head of Google Quality team) is not the same as a link from my blog.

The obvious question is, how to you get these links?

If you ask Google they will tell you that any links pointing to your website has to be natural links. **Natural links** are exactly what their name implies. A website owner or blogger likes another website or blog and naturally adds a link to his/her blog.

**Does this happen in reality or is it another myth?**

It certainly does but you have to try really hard to get to this point. Take for example this blog, there are many incoming links because other webmasters find the content interesting and I also link to other sites in my articles because I find their content interesting and want to inform my readers about it.

This is natural link building, a link has more value from the reader's' point of view rather than the search engine's point of view.

The best way to attract links is to publish **link worthy content** that other people would like to link to.

**If natural links are what I have just described above, in which category do all other links belong?**

They belong in the category of artificial links and by adopting such techniques you increase the risk for getting a manual or algorithmic penalty by Google.

**Is guest blogging a valid way to build links?**

Guest posting can be a valid way to get links back to your website provided that you don't do it just for links and that you don't overdo it. You can read these 2 articles to get a complete picture as to when to accept guest posts on your blog and when to guest post on other blogs.

**(2)Social Media:**

Social media is part of 'off-site SEO' and if you think about it, it's also a form of link building. It should be noted that almost all of the links you get from social media sites are "nofollow" but this does not mean that they do not have any value.

Social Media mentions are gaining ground as ranking factors and proper configuration of social media profiles can also boost SEO.

**(3)Social Bookmarking:**

Social bookmarking is not as popular as it used to be in the past but it is still a good way to get traffic to your website. Depending on your niche you can find web sites like reddit.com, stumbleupon.com, scoop.it and delicious.com (to name a few) to promote your content.

On page SEO TIPS TO RANK IN GOOGLE SEARCH ENGINE:

## 1. Use SEO-Friendly URLs

Google has stated that the first 3-5 words in a URL are given more weight.

So make your URLs short and sweet.

And always include your target keyword in your URL.

In other words:

Avoid ugly URLs: yourwebsite.com/p=123

Or long URLs: yourwebsite.com/8/6/16/cat=SEO/on-page-seo-is-so-amazing-omg-its-the-best

**Use this kind of SEO FRIENDLY URL :**

<http://seotricksforwebsite.blogspot.in/seo-tips-which-enhance-your-google.html>

(Note :here our topic is on page seo so we will give name of our file "on-page-seo.html" always separate your keyword using hyphen (-).

The infographic is divided into two main columns. The left column contains two sections: 'Start Title Tag with Your Keyword' and 'Add Modifiers to your Title'. The right column contains 'Leverage SEO-Friendly URLs' and 'Add New Post'. A blue line connects the 'Add Modifiers to your Title' section to the 'Add New Post' section, and another blue line connects the 'Leverage SEO-Friendly URLs' section to the 'Add New Post' section. The 'Add New Post' section shows a post title and a URL.

**Start Title Tag with Your Keyword**  
Your title tag is the most important on-page SEO factor. The closer the keyword is to the beginning of the title tag, the more weight it has with search engines.

**Add Modifiers to your Title**  
Adding modifiers like "2016", "best", "guide", & "review" help you rank for long tail versions of your target keyword.

**Leverage SEO-Friendly URLs**  
Avoid ugly URLs:  
`www.yourwebsite.com/2017/articles/`  
Make your page's URL short and keyword rich:  
`www.yourwebsite.com/your-keyword`  
An industry study found that shorter URLs rank better in Google.

**Add New Post**  
On-Page SEO Guide: Anatomy of a...  
`www.yourwebsite.com/on-page-seo`

## 2. Start Title With Keyword

Your title tag is the most important on-page SEO factor.

In general, the closer the keyword is to the beginning of the title tag, the more weight it has with search engines.

You don't always need to start your title tag with your target keyword. But if there's a keyword that you're gunning for, try to put it towards the beginning of your title.



## HTML CODE FORMAT FOR PAGE TITLE:

Format:

`<title> put your title with keyword </title>`

`<title> on page seo guide </title>`

### 3. Add Modifiers To Your Title

Using modifiers like "2016", "best", "guide", and "review" can help you rank for long tail versions of your target keyword.



### 4. Wrap Your Blog Post Title in an H1 Tag

The H1 tag is your “headline tag”. Most CMS’s (like [WordPress](#)) automatically add the H1 tag to your blog post title. If that’s the case, you’re all set.

But some themes override this setting. Check your site’s code to make sure your title gets the H1 love it deserves.

I used to assume that WordPress hooked up my post titles with H1 tags...until I actually looked at my site’s code.

Then I realized that WordPress themes sometimes use H1 tags to increase text size. As an example, my email opt-in area used to be wrapped in an H1 tag:

It’s worth checking out your site’s code to make sure you only have one H1 tag per page. And that H1 tag should contain your target keyword.

The image shows a screenshot of a WordPress editor interface. On the left, there are two text boxes. The top one is titled "Wrap your Title in an <h1> Tag" and explains that the H1 tag is the "headline tag" and that most CMSs like WordPress automatically add it. It advises to "Check your site's code to make sure your title gets the H1 love it deserves." The bottom text box is titled "Dazzle with Multimedia" and states that "Engaging images, videos and diagrams can reduce bounce rate and increase time on site: two critical user interaction". On the right, the editor shows a rich text field with the title "On-Page SEO Guide: Anatomy of a Perfectly Optimized Page" wrapped in H1 tags. Below the title is a large, colorful illustration of a red robot with a clock and a screen on its chest, surrounded by gears and lightning bolts. Two blue arrows point from the text boxes to the corresponding elements in the editor.

**HTML CODE FORMAT:**

<h1> put your heading with your Main focus keyword with modifiers like guide ,review etc. </h1>

<h1> On Page Seo Guide </h1>

**5. Dazzle with Multimedia :**

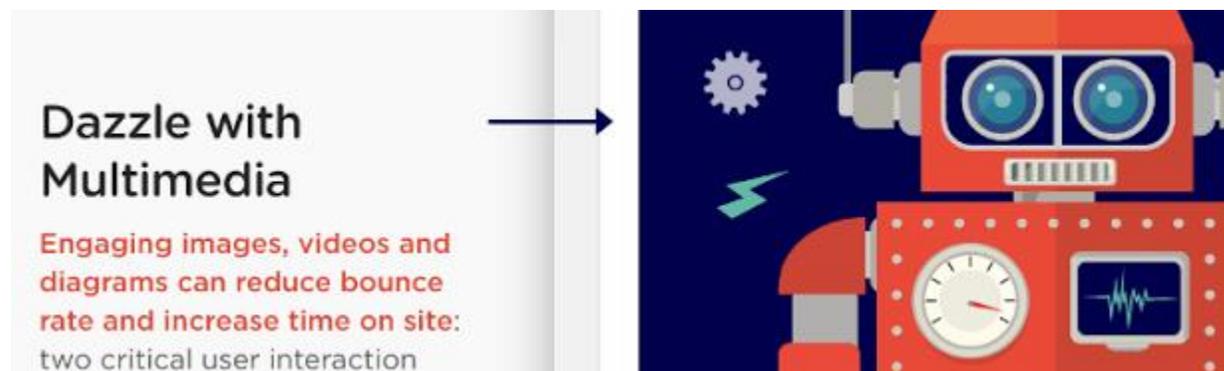
Text can only take your content so far. Engaging images, videos and diagrams can reduce bounce rate and increase time on site: two critical user interaction ranking factors.

You probably notice that I use a lot of images, diagrams, and screenshots here at Backlinko.

That's because I firmly believe that it makes my content straight up better.

But it has a nice SEO benefit to boot: multimedia helps you boost those user-interaction signals that Google has been paying more attention to.

And it increases the perceived value of your content –which means that people are more likely to link to it.

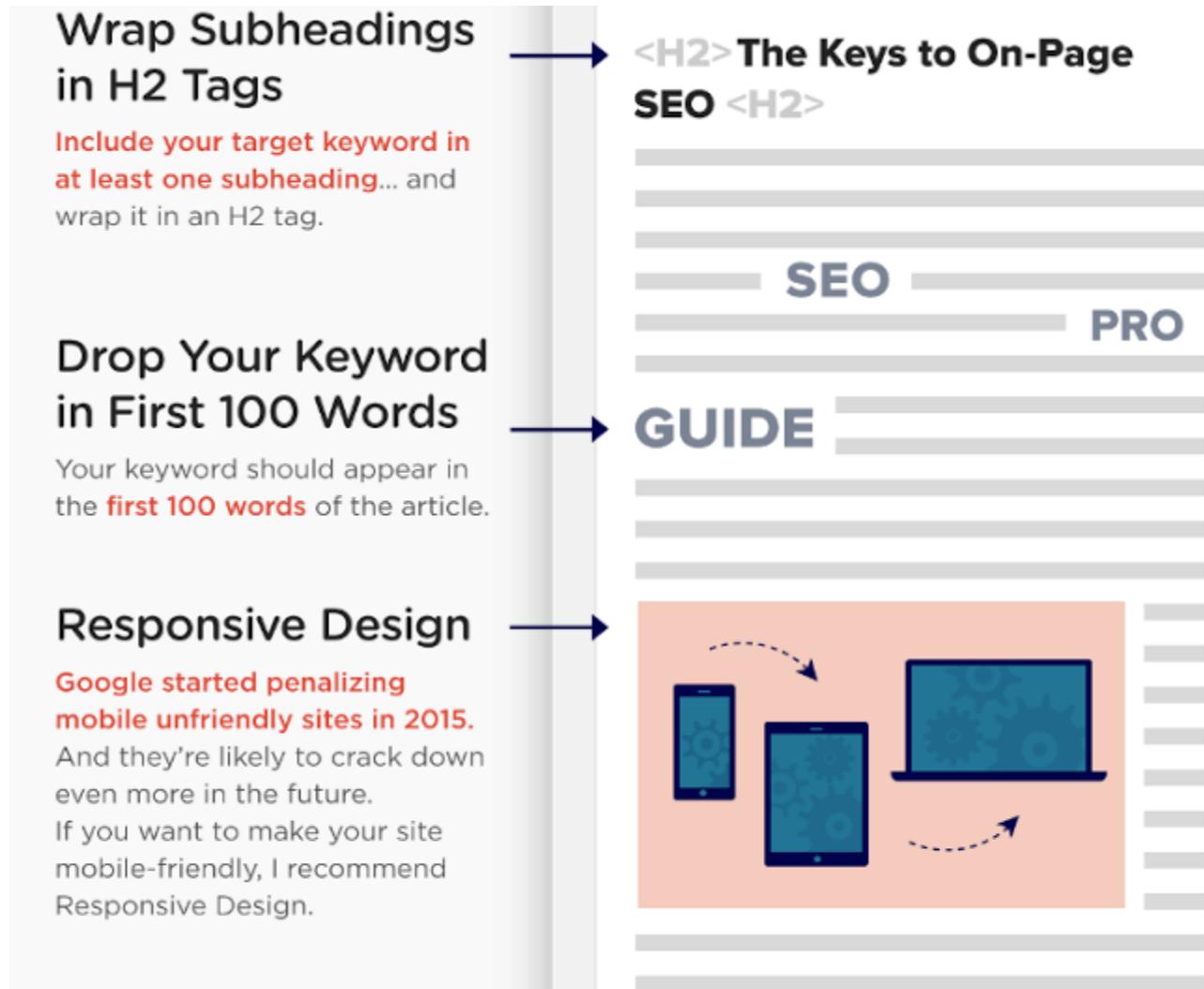


## 6. Wrap Subheadings in H2 Tags

Include your target keyword in at least once subheading...and wrap it in an H2 tag.

This definitely won't make or break your on-page SEO efforts. But my tests have shown me that wrapping your target keyword in an H2 tag can make a dent.

Here's an example of this strategy in action (target keyword="SEO strategy"):



**HTML CODE FORMAT :**

`<h2>` Put your subheading relevant to your main focus topic & keyword `</h2>`

**example:**

`<h2>`The keys to On page Seo `</h2>`

## 7. Drop Keyword in First 100 Words

Your keyword should appear in the first 100-150 words of your article.

This is something that you probably do naturally.

But a lot of people start their posts off with a long, meandering intro...and use their keyword for the first time MUCH later.

Instead, drop your keyword somewhere in the first 100 words or so. This helps Google understand what your page is all about.



**For example:**

<p>

To understand what is On Page SEO really means, let's break that sentence down and look at the parts.

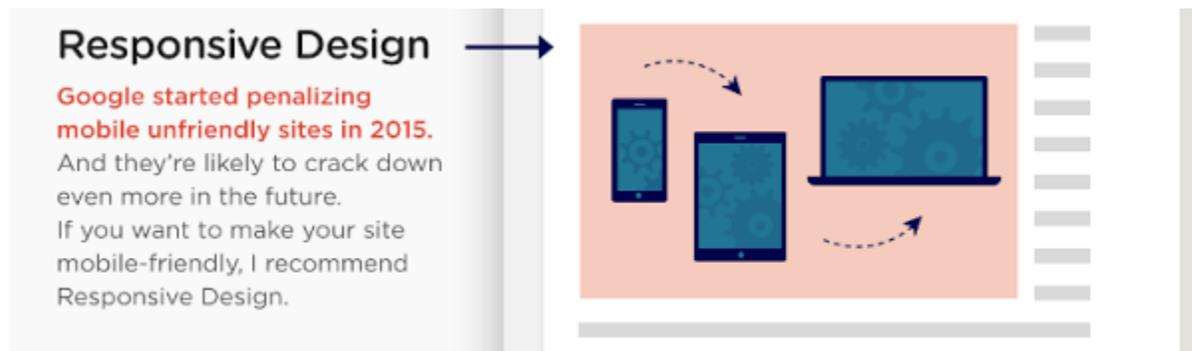
</p>

## 8. Use Responsive Design

Google started penalizing mobile unfriendly sites [in 2015](#). And they're likely crack down even more in the future. If you want to make your site mobile-friendly, I recommend Responsive Design.

I'd be surprised if your site isn't mobile-friendly yet. But if it isn't, maybe the incentive of more search engine traffic will push you to take the leap.

And if you're going to make your site mobile-friendly, I HIGHLY recommend responsive design. In my opinion, it's ideal for user experience. [Plus Google prefers it.](#)



**Responsive Web design** is the approach that suggests that **design** and development should respond to the user's behavior and environment based on screen size, platform and orientation. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.

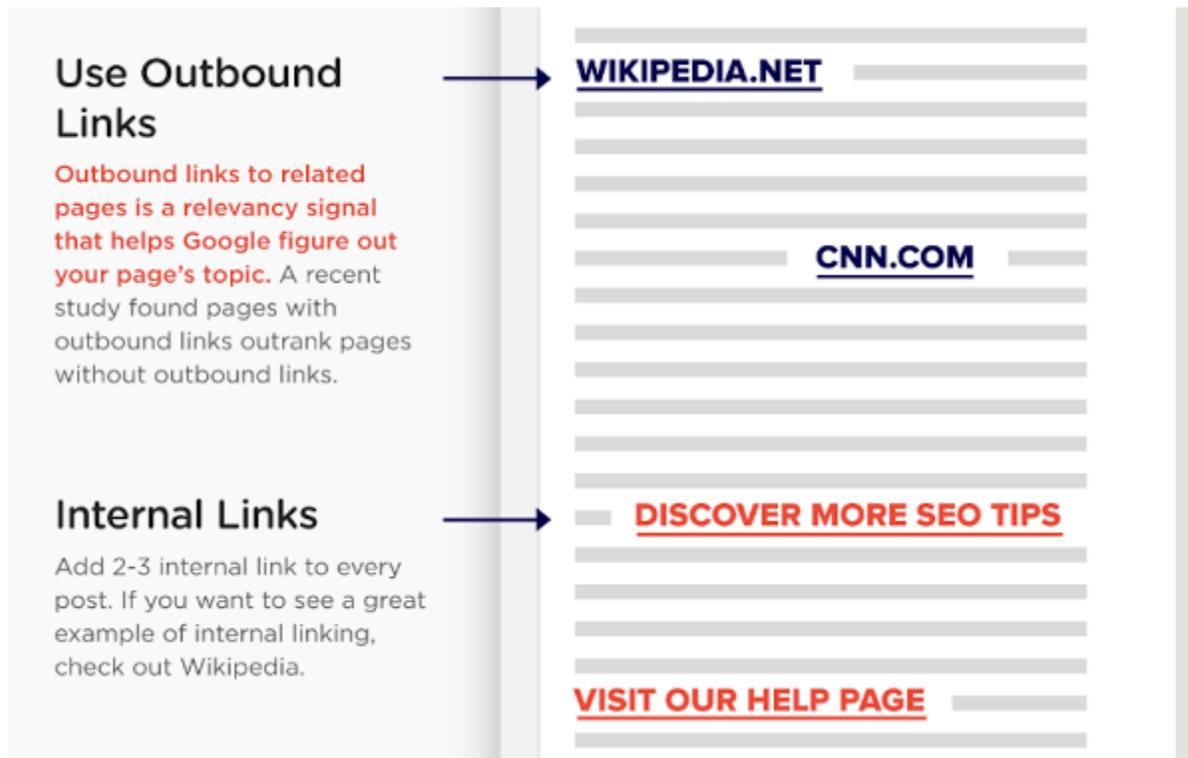
## 9. Use Outbound Links

This is an easy, [white hat SEO](#) strategy to get more traffic.

Outbound links to related pages helps Google figure out your page's topic. It also shows Google that your page is a hub of quality info.

Not linking out might be the #1 on-page SEO mistake that I see people make. I try to use 2-4x outbound links per 1000 words. That's a good rule of thumb for most sites.

Keep in mind that the sites you link out to reflect on you. So make sure to link out to authority sites whenever possible.



html code format for external links:

```
<a href="web address of your file" title="put keyword" > anchor text  
</a>
```

example:

```
<a href="on-page-seo.html" title="on page seo guide" > on page seo  
</a>
```

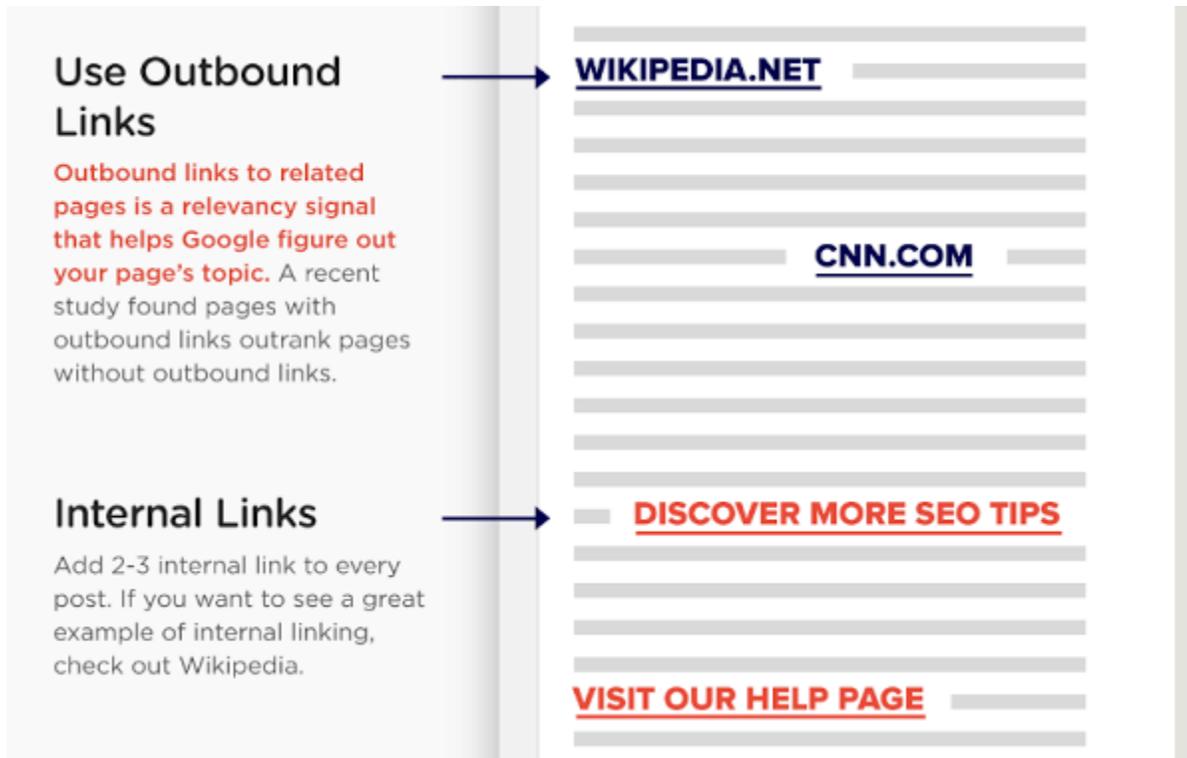
## **10. Use Internal Links**

Internal linking is SO money. Use 2-3 in every post.

If you want to see a great example of how to internal link on your site, check out Wikipedia.

They add keyword-rich internal links to every entry:

Obviously, they can get away with 50+ internal links per page because they're Wikipedia. I recommend a simpler (and safer) approach: link to 2-5 older posts whenever you publish a new one.



html code format for external links:

```
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</a>
```

example:

```
<a href="on-page-seo.html" title="on page seo guide" > on page seo  
</a>
```

## 11. Boost Site Speed

Google has stated on the record that page loading speed is an SEO ranking signal. You can boost your site speed by using a CDN, compressing images, and switching to faster hosting.

Make sure your site doesn't take more than 4 seconds to load: [MunchWeb](#) found that 75% of users wouldn't re-visit a site that took longer than 4 seconds to load.

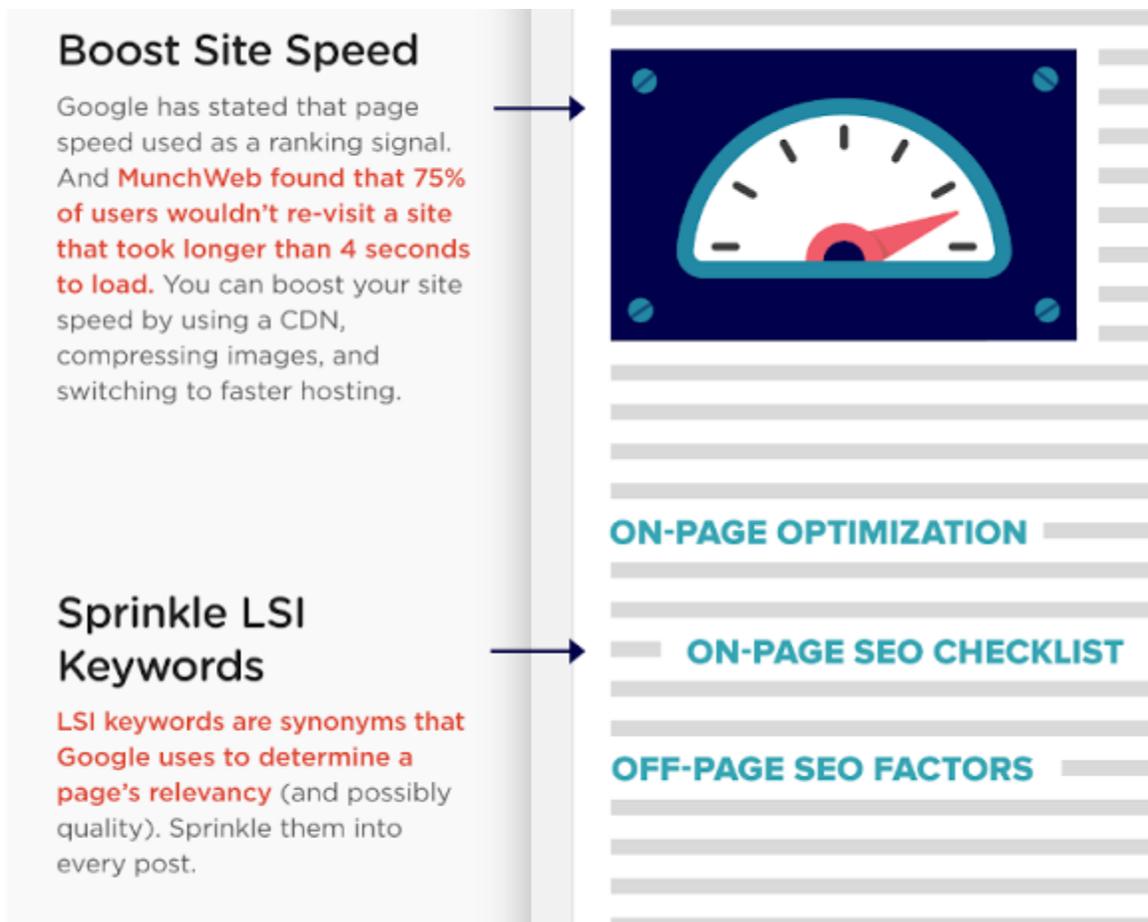
You can easily check your site's loading speed using the excellent [GTMetrix.com](#):

CDNs and cache plugins are nice, but investing in premium hosting is the #1 thing you can do to make your site faster.

\$5/month hosts are decent for the money you're paying. But they don't hook you up with serious speed.

I've literally dropped load times from 6 seconds to less than 2 seconds by switching from a \$5 shared hosting plan to a top-notch host .

From a conversion and SEO standpoint, the ROI of premium hosting can't be beat.



## 12. Sprinkle LSI Keywords

**LSI** keywords are synonyms that Google uses to determine a page's relevancy (and possibly quality). Sprinkle them into every post.

I don't go nuts about LSI keywords because I usually write REALLY long content.

(Long content increases the odds that you'll naturally use LSI keywords).

But if you want to make 100% sure that you're using LSI keywords, search for your keyword in Google and scroll down to the "Searches Related to..." area at the bottom of the page:

Toss one or two of these into your post.



Searches related to on page seo

- off page seo
- on page seo factors
- on page seo checklist
- on page seo definition
- on page seo techniques
- on page seo checklist 2016
- on page seo tutorial
- off page seo factors



● Goregaon East, Mumbai, Maharashtra - From your search history - Use precise location - Learn more

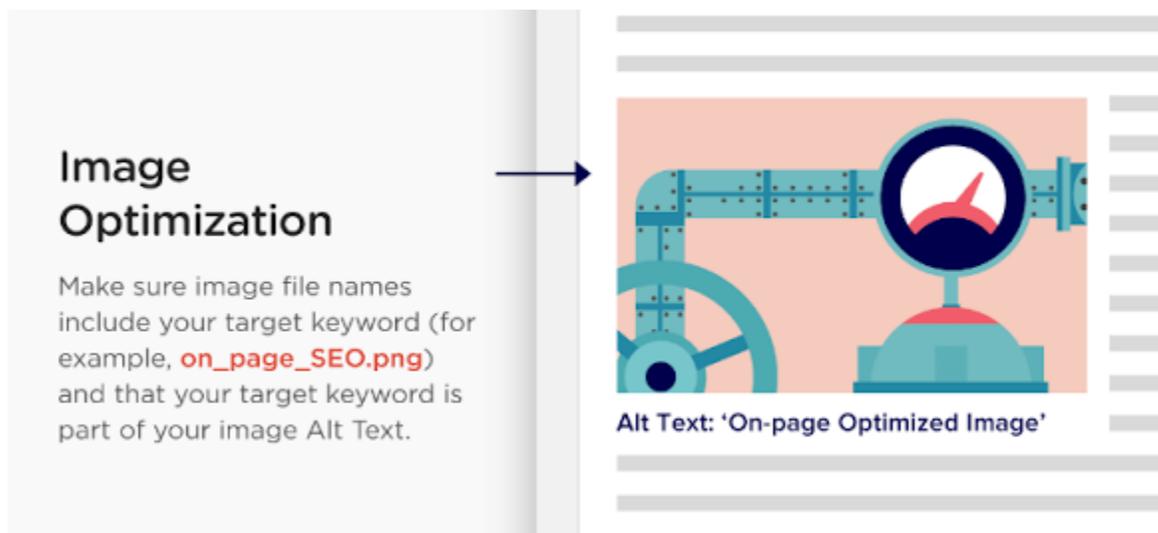
Help Send feedback Privacy Terms

### 13. Image Optimization

Make sure at least one image file name includes your target keyword (for example, `on_page_SEO.png`) and that your target keyword is part of your image Alt Text.

Another reason to optimize your images for SEO: it gives search engines another clue of what your page is about...which can help it rank in organic search.

When Google sees images with alt text “blue widgets” and “green widgets” it tells them: “this page is about widgets”.



html code format :

```

```

example:

```

```

## 14. Use Social Sharing Buttons

Social signals may not play **a direct role** in ranking your site. But social shares generate more eyeballs on your content.

And the more eyeballs you get, the more likely someone is to link to you. So don't be shy about placing social sharing buttons prominently on your site.

In fact, a study by **BrightEdge** found that prominent social sharing buttons can increase social sharing by 700%.

Social signals aren't an important part of the Google algorithm. But social shares on sites like Facebook, Twitter and Google+ may give you an indirect rankings boost.

The infographic is a vertical layout with a light gray background. On the left, there are three text boxes with black and red text. On the right, there is a stylized representation of a webpage with a dark blue header area containing a graphic of a hand holding a glowing lightbulb, with circuit-like lines extending from it. Below the header is a white content area with a row of five social media icons (Facebook, Twitter, LinkedIn, Pinterest, and Google+) and a gray footer area with the text 'Word count: 1,890'. Arrows point from the text boxes to the corresponding elements on the webpage graphic.

### Use Social Sharing Buttons

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### Post Long Content

The SEO adage “length is strength” was supported by a Backlinko industry study which found that **longer content tends to rank significantly higher** on Google’s first page.

### Boost Dwell Time

If someone hits their back button immediately after landing on your page, it’s a sign of a low quality page. That’s why Google uses “dwell time” to size up your content’s quality. **Increase your average dwell time by writing long, engaging content that**

Word count: 1,890

## 15. Post Long Content

The SEO adage “length is strength” was supported by [our industry study](#) which found that longer content tends to rank significantly higher on Google’s first page.

Aim for at least 1900 words for every piece of content that you publish.

As a rule, I make sure all of my articles have 1000+ words of meaty, useful content.

Longer content helps you rank better for your target keyword and brings in more long tail traffic...a win-win!

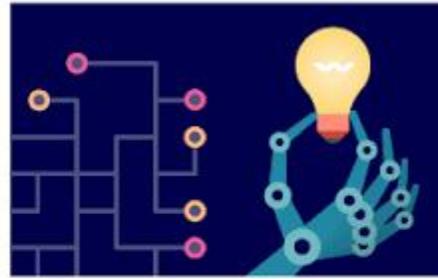
## **16. Boost Dwell Time**

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Off page SEO TIPS TO boost and Enhance RANK IN SEARCH ENGINE:

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<http://www.bloghub.com/>

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For example:

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