On-Page SEO

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized.

- **Page Title:** 50-60 characters. Ideally, include your focus (keyword) in it.
- **Meta description**: Make it unique. Use not more than 150 characters. Use your focus keyword in it.
- Use H1, H2, H3 **headings** that are about 60-80 characters long to include the keyword where appropriate .
- Describe your images with appropriate text and focus keyword: **Alt text, image sources, caption.**
- **Links:** Insert inbound outbound links from reputable sources (explain where the link is referring to, if needed) [to be opened in new tab!]
- Use **internal linking (**wisely) to create an internal net of your content
- Add various resources (images, videos, pdf documents, animated images) where applicable
- Use structured data**, if possible :)**
- **Readability:** Break the text into small paragraphs. Don't overuse long sentences. Make things clear for the reader and easily scannable.
- **CTA:** add clear call to action that leads to conversion.
- Fetch and index in Google webmaster

p.s.

On-page SEO matters. Why? Because search engine optimization is just complying to basic rules, concerning search engines and the way they "read" pages. If curious, check the latest Moz guide here: https://moz.com/blog/on-page-seo-2019