21

On Page SEO Factors

You Need to Consider in 2018!

Technical
SEO

SEO

By RG Infotech

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INTRODUCTION

Would you like to be most favorite for search engines?

Or want to rank higher than your competitors for relevant keywords?

If your answer is yes, then you have to look deeply on your website optimization, as optimization isn't just a practice, it is an essential thing to be done. Without a proper audit and optimization, you can't opt appropriate position on popular search engines.

To get desired position on search results, there are two organic methods available:

- **On Page SEO Optimization**
- **Off Page SEO Optimization**

But to make it more accurate for search engines to identify, what exactly a page is about, we have to focus majorly on "On Page Optimization".

Don't you know what is on page SEO?

On Page SEO is a technique, which used to analyze page structure, keyword placement, URL structure, content optimization, etc.

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GET SET AND GO

WITH EXPERIMENTED ON PAGE SEO STRATEGIES IN 2018!

Before moving ahead, first clear your doubts about On-Page Optimization and On-Site Optimization:

- Optimizing entire website denoted by **On-Site Optimization**, where we have to work on Robots.txt, Sitemaps, Permalinks, Code Structures, Google Analytics setup, etc.

Whereas optimization of a single page either a web page or post page denoted by **On-Page Optimization**. Where we have to be focused on page performance via content optimization, keyword placement, URL structuring, heading optimization, etc.

Why you need to focus on
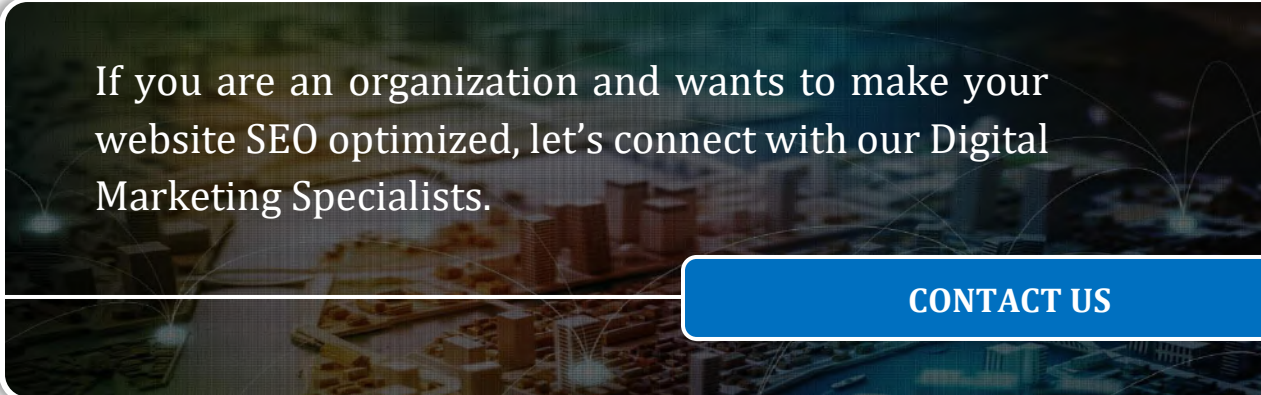# ON PAGE SEO OPTIMIZATION

Keep in mind that with **continual efforts and alteration**, your biz can lead the market.

Let me ask you first, who are you? - A blogger, an organization, or a newbie in the Digital Marketing industry!

In both of the cases, you have to be more focused and engaged into trends, because without having knowledge, you can face Panda Update penalty, which usually caused due to low quality content.

By using proper optimization, you can cure your website from the penalty and raise your blog as a leading place for your targeted audience.

If you are an organization and wants to make your website SEO optimized, let's connect with our Digital Marketing Specialists.

CONTACT US

According to the **Advance Web Ranking survey** report, on page SEO is the leading SEO tactic of 2017 and will help you to gain more visibility in 2018 too.

On Page Optimization, let you work on your page structure, which obviously the final destination of your audience and it have to be impressive. Google considered several factors before ranking your content, including social signals, inbound links, domain authority, etc.

READ MORE:

Why your biz needs Digital Marketing Strategies to grow in 2018?

21 ON PAGE SEO FACTORS

you need to consider in 2018!

Get Ready to **achieve your desired success** by acquiring essential changes in your base SEO.

Before moving forward to proven **on page SEO checklist**, first make sure that you have completed basic optimization on your website, that includes, keyword research & analysis, robots.txt implementation, broken link optimization, Google Analytics setup, etc.

With above specified basic SEO optimization, now we can move ahead to the modest **21 On Page SEO Tips**, that have already been experimented by industry experts.

Those factors are based on three major aspects, - User Experience, Search Experience and Search Engine Optimization. You can use it in any sequence before or after, but you have to utilize them to get better performance in 2018.

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THINK TWICE BEFORE ACT
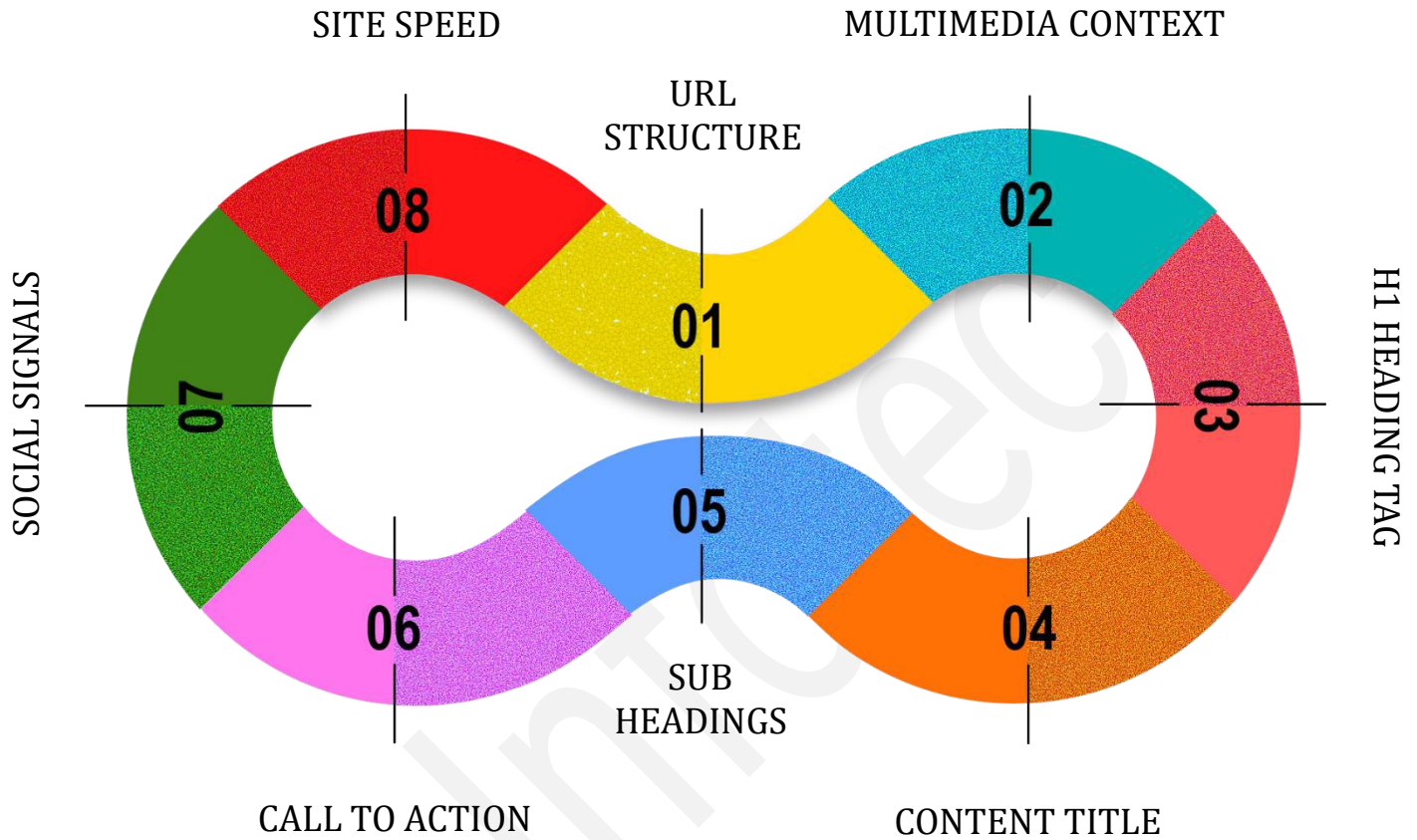TO ACHIEVE DESIRED SUCCESS WITH MINIMUL EFFORTS THROUGH **SEO.**

USER EXPERIENCE OPTIMIZATION (UXO)

Enhance users feel through experience optimization!

User Experience, one of the major factors of success in online industry. Try to optimize these factors before your website or post goes live. If a user satisfied, Google will automatically improve your ranks and enhance your reachability.

UXO

SITE SPEED

MULTIMEDIA CONTEXT

URL STRUCTURE

SOCIAL SIGNALS

H1 HEADING TAG

08

07

02

01

03

05

06

04

SUB HEADINGS

CALL TO ACTION

CONTENT TITLE

USER EXPERIENCE OPTIMIZATION (UXO)

Here are the major things that surely add value to the user experience and enhance trust, authority and engagement.

01. **URL STRUCTURE** – Make it SEO friendly

Don't waste your time in ugly URL creations such as:

http://www.example.com/index.php?p=11526&IT=5f7d3d,

make it more user friendly by properly optimizing your URL structure like this:

http://example.com/SEO-title.

02. Try to Utilize appealing **MULTIMEDIA CONTEXT**

Multimedia context such as relevant images, videos, presentations, and animated gifs, will help your content to grab attention and increases engagement time.

Keep appealing graphics, images, videos and presentation in your posts to decrease bounce rate and enhance engagement.

03. Add Important Keywords in **H1 HEADING TAG**

Heading Tags impressed more and having an SEO optimized heading will **boost your focus keyword's rank**.

That' why try to keep your post title under an H1 Heading Tag. Some CMS like: WordPress, automatically did it for you, but sometime a minute change in theme file can change this setting too. So, check your settings and update them according to the proven practices.

04. CONTENT TITLE – Try to use numbers

According to the online survey, **Numbers in the title rank better and boost CTR.** That's why keeping numbers in your post titles will enhance your reach and impacts more in user engagement.

05. Divide your content into SEO friendly SUB HEADINGS

Add your target keywords in your sub headings (H2-H6) to make your content more relevant and segmented accordingly. Google loves it and somehow prefers to rank better for the terms that comes in sub headings. So, **try to keep your sub-headings relevant and targeted**.

06. CALL TO ACTION - Use it to improve conversions

Call to action encourage your user engagement, flow and conversion, as it directly points out to the solution, which might possibly not highlight under your services or other sections of the website.

So, try to **achieve the ultimate goal of conversion via inserting an appealing Call to Action** Button in your content.

Pro Tip:

Keep "Call to Action" button appealing, but don't make it sales pitched ad, Google don't like that.

07. SOCIAL SHARING SIGNALS - will increase your reach

There's not a direct impact of social signals on search ranks, but they can **increase your reach** which surely boosts your rank.

Social platforms are one of the trendiest methods to increase your reach, spread your services and attract new customers. Along with that, they allow you to boost your user base and provide them more solutions directly.

READ MORE:

Leading Social Networking Platforms, you can go with in 2018!

08. SITE SPEED - Optimized speed boost your performance

Use Google's Page Insight Tool to optimize your site speed. It will recommend you possible changes that surely improve your performance.
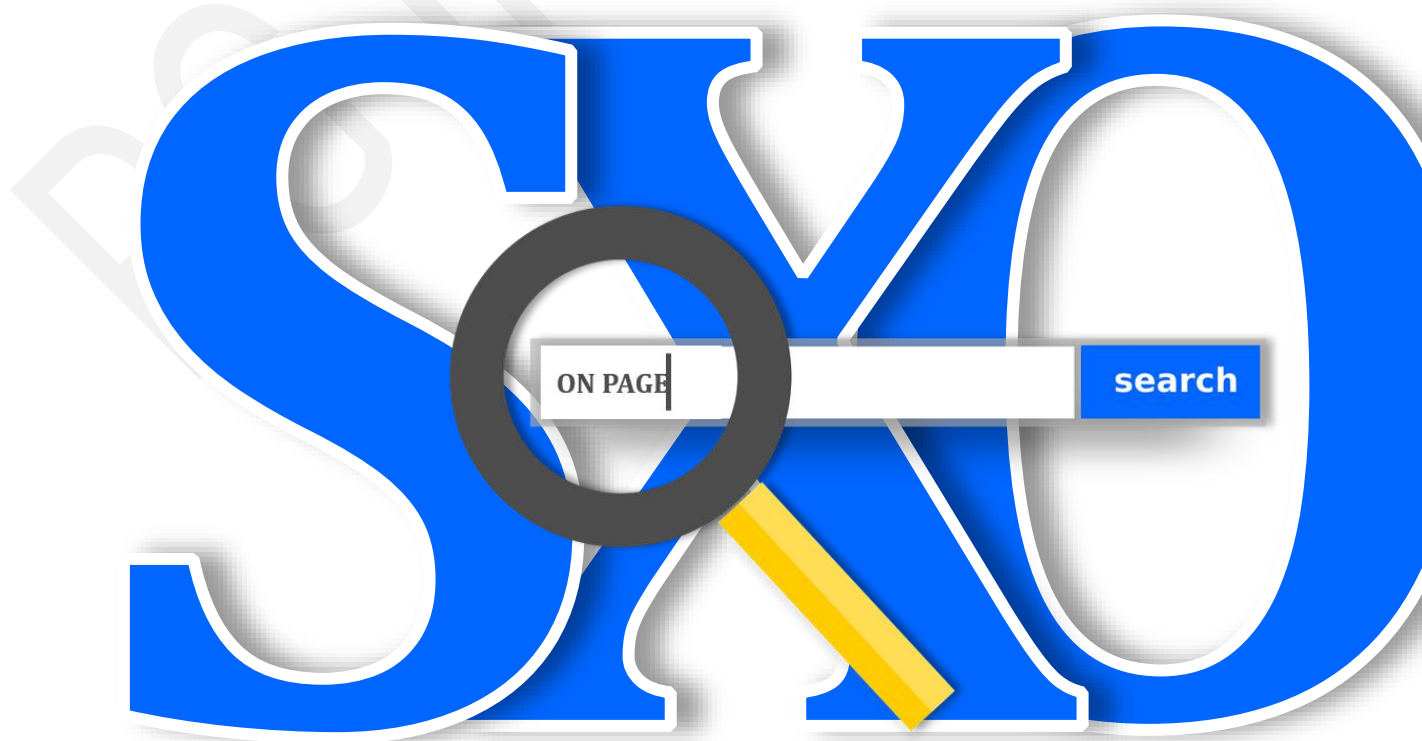
Improved performance also improves user engagement and dwell time, which directly impacts on your click rate, conversion and decreased bounce rate.
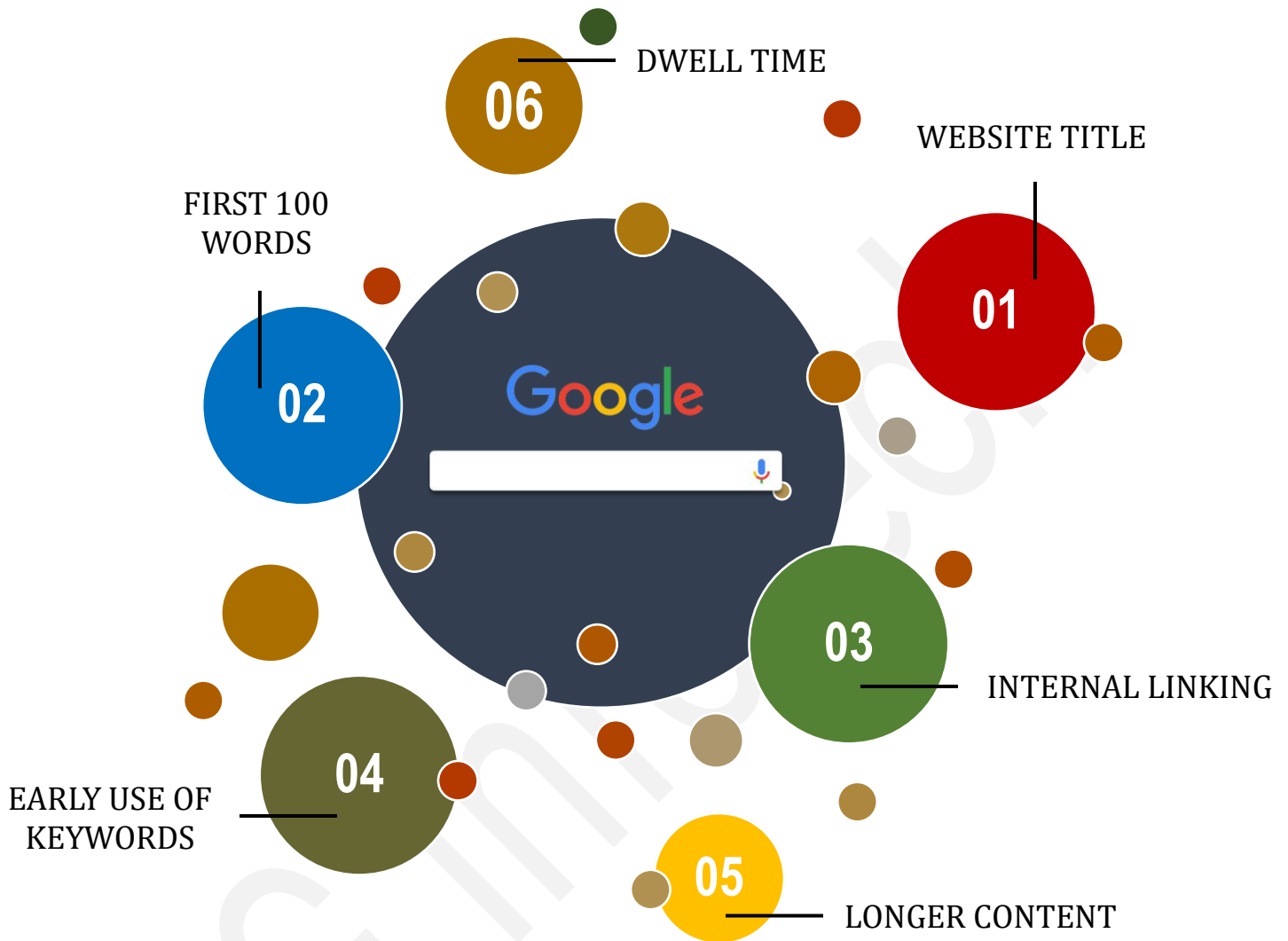
SEARCH EXPERIENCE OPTIMIZATION (SXO)

Embark the success using search experience optimization!

Search Engines, the only destination for which we work and without improving their experience, how can you gain your desired ranking. So, keep your eyes on the factors that help search engines to identify your important keywords.

DWELL TIME

06

WEBSITE TITLE

FIRST 100 WORDS

01

02

Google

03

INTERNAL LINKING

EARLY USE OF KEYWORDS

04

05

LONGER CONTENT

SEARCH EXPERIENCE OPTIMIZATION (SXO)

Here are the major things that surely add value to the search experience and embark your success path.

09. Use SEO optimized **WEBSITE TITLE**

Keep your title tag under 65 characters, as per the guideline, because it impacts directly on the user perception.

Title Tag is the first and most important SEO factor that leads the way to rank.

So, use your important keywords here, as it will reflect in Google.

10. **FIRST 100 WORDS** – Make them your place for keywords

Content Optimization, the term that helps you to identify a thick line between low quality content and search engine's preferred content. To make your content more searchable just **add your keywords in first 100 words** and make them appear in relevant search results.

11. **INTERNAL LINKING** – Let you connect relevant content

Do you know Wikipedia? If you ever analyzed its content, then you can easily find out that they always connect their content to each other, obviously relevance matters. Just like them, you should opt out that tactic and always try to **add 2-3 internal links in your content**.

"KEEP YOUR WEBSITE
SEO OPTIMIZED WITH TRENDING
METHODS AND EXPERT ASSOCIATION.

With one of the **on-page SEO 2018 checklist**, get ready to connect most relevant pages and posts in your content to get more coverage by search engines.

12. Early Use of **TARGET KEYWORDS**

Google gives more weightage to keywords that appears at beginning. What comes first always preferred first, so try to use your target keywords at beginning of your titles, H1 headings and subheadings, wherever possible.

13. LONGER WORD COUNT - Help to decrease bounce rate

According to the Backlinko study, **Longer Content usually gets more attention and better rank in Google**. With more word count, you can:

- explain better
- increase authority by implementing market stats
- easily optimize for important keywords, and
- have more ways to engage a user.

So, keep your content more informative, compelling, and impressive that can provide value to the users. **Try to make your word count 1200+ to get more attention from users as well as by Google** (although there is no set limit of word counts per post).

14. Work on your content DWELL TIME

Google loves more engagement and if a user immediately presses back button after landing on your website, then Google consider it as a low-quality content and can penalize you for it.

To avoid Google's Penalty and increase dwell time of your site, try to **write longer engaging content with relevant outbound links** that provoke your users to stay more on your website.
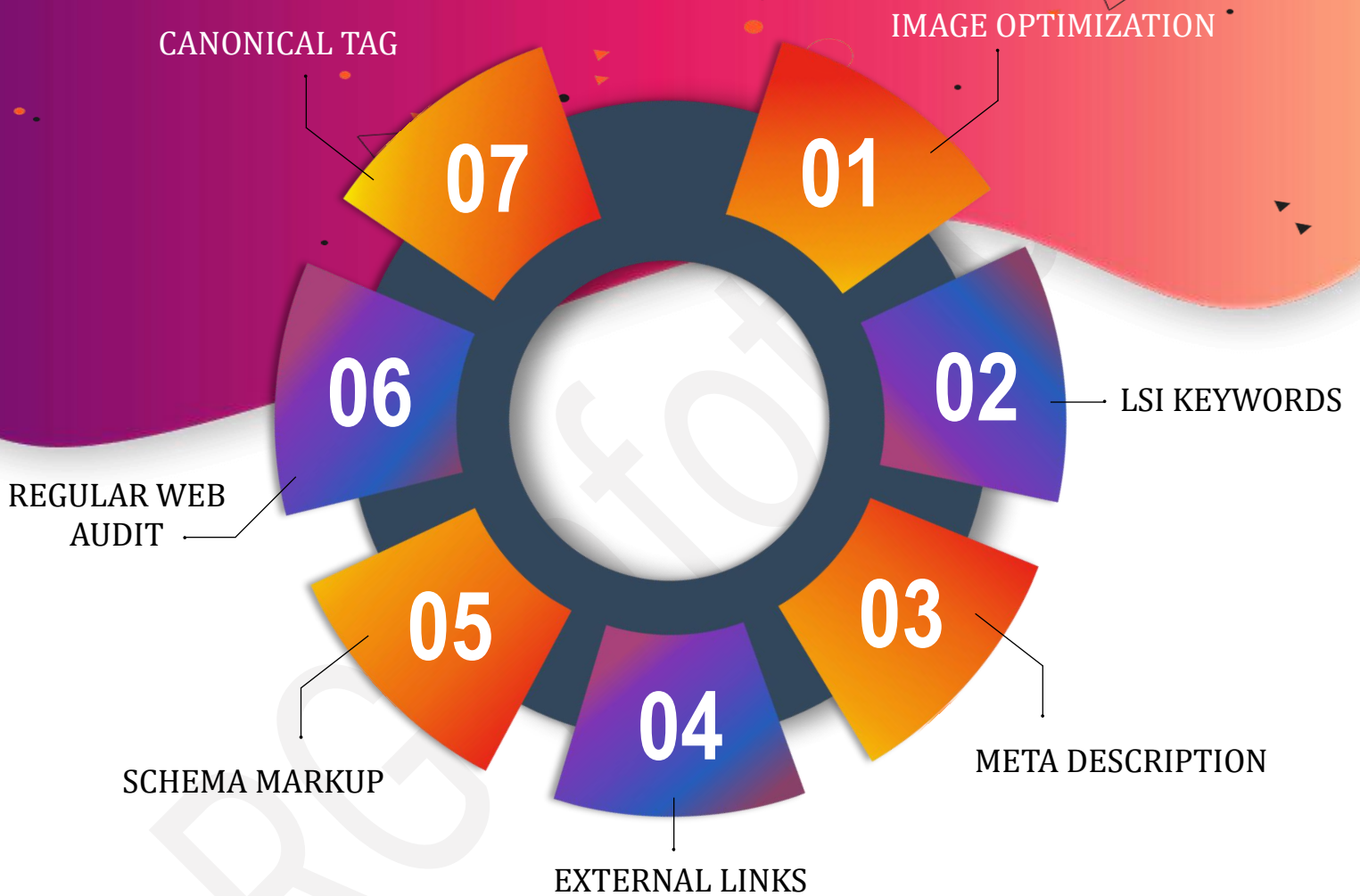
SEARCH ENGINE OPTIMIZATION (SEO)

Emphasize your business with assured techniques!

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Search Engine Optimization, one of the traditional & modern method to boost up organic ranks in Google and other search engines. "Traditional" because it is in practice since decades and "Modern" because it uses to upgrade along with market trends.

CANONICAL TAG

IMAGE OPTIMIZATION

07

01

06

02

LSI KEYWORDS

REGULAR WEB
AUDIT

05

03

META DESCRIPTION

04

SCHEMA MARKUP

EXTERNAL LINKS

SEARCH ENGINE OPTIMIZATION (SEO)

Here are the major things that surely add value to the search engine optimization and emphasize
your rapid growth.

15. Be focused on **IMAGE OPTIMIZATION**

Google is just a cluster of several algorithms through which it used to crawl and index context. It can't understand graphics, videos, or presentations that's why, to make a graphic readable, you have to **add relevant keywords in your image ALT Tag** and help them rank in image searches.

Even, by having larger image files will make your website or post slower, which directly impacts negatively on the experience of both users and search engines. To make an image valuable, you have to **optimize your images through compressor tools** such as Adobe photoshop, compressor.io, tinypng.com, etc.

16. Enhance reach with **LSI KEYWORDS**

Do you know, what is LSI?

LSI – Latent Semantic Indexing is the method that Google uses to identify relevancy of different terms and phrases with each other and provide more accurate results in its SERP.

Similarly, LSI keywords are the semantically related terms that boost impressions and rank of your target keywords based on user search patterns and preference. In short, **Google loves it**, and you can see the suggestion at bottom of its search page.

So, try to **use semantically related terms to broad your keywords**, it determines the relevancy and quality of the content.

17. Optimize your META DESCRIPTION

A small search snippet that can increase your reach, and engagement. And make your post recommended by search engines with improved ranks and more impressions. So, keep **focus on SEO optimized Meta Description,** which is now limited to **320 characters.**

18. Include Authorize EXTERNAL LINKS

Authorized & relevant outbound links will **help Google to identify your content topic** and improve your page authority. You can check out **MOZ blogs**, and **Kissmetrics Blog**, they used to link major brands or popular terms with high authority websites.

19. Boost your CTR with SCHEMA MARKUP

What do you think how Google filter search results?

Google used to filter relevant terms using structured data markup. More information means improved results and through a code structure, **Schema provides rich data of information to Google** that help to rank better in search.

READ MORE:

Search Engine Optimization Guide – Top 5 tips to follow in 2018!

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BE READY TO ADAPT SEO
FOR YOUR WEBSITE TO GET BETTER
IMPRESSIONS, ENGAGEMENT, AND
DESIRED CONVERSIONS.

20. Keep your eyes on errors via REGULAR WEB AUDIT

Make your website error free to **improve user engagement and Google's preference** through regular web audits and analysis.

You can use online tools or paid tools to get more accurate audit reports, best suggestions, deep analysis and instant support by experts. Through regular audit and analysis, you can easily identify site drawbacks, user drop reasons, crawling errors, broken links and much more with probable recommendations.

So, **keep your eyes on your website performance** through regular web audit and analysis.

21. CANONICAL TAG - Use it to avoid duplicate contents

With a well-defined canonicalization, you can easily signify search engine crawlers about the real version of your content, which simply downgrade the reasons for rank drop and Google Penalty.

So, keep your way clean, by avoiding duplicate content penalty, and for that you just need to **implement canonical tag** in your copied content.
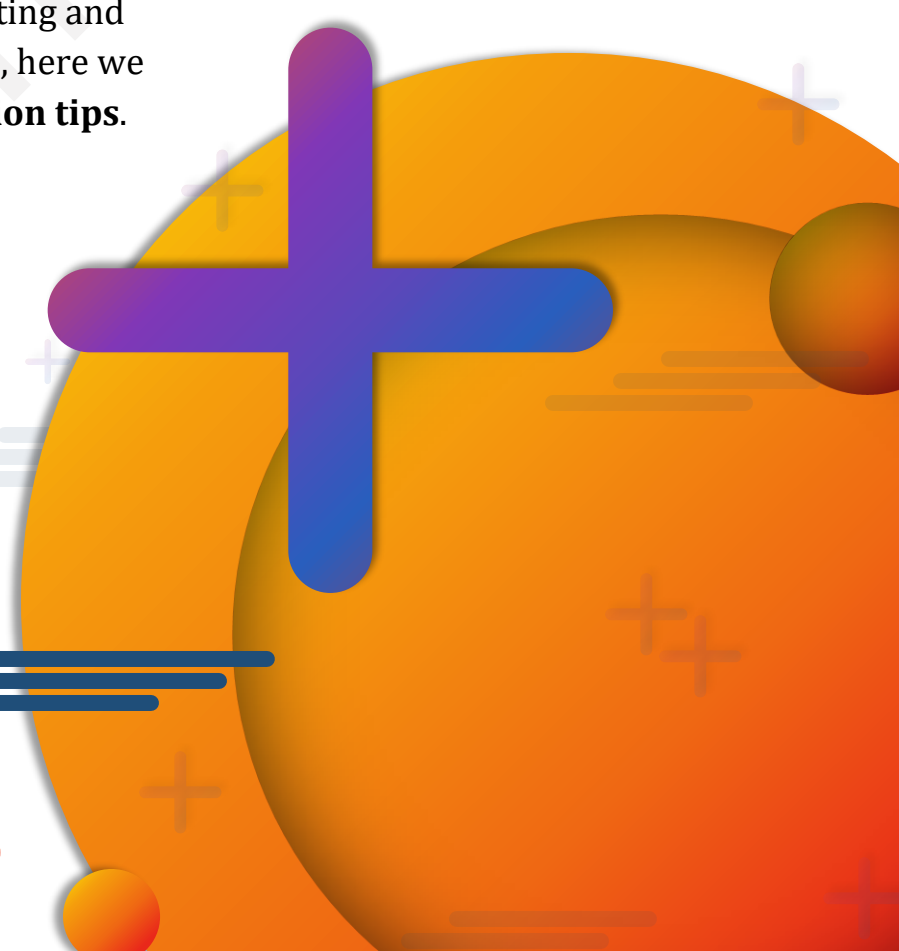
For your association, enjoy

ADDITIONAL TIPS OF "ON PAGE OPTIMIZATION"

To make your journey more exciting and your optimization more valuable, here we are adding **few more optimization tips**.

22. ADD MODIFIERS IN YOUR TITLE to boost up your performance

With the use of gradual modifiers such as, "**tips**", "**guide**", "**2018**", "**tricks**", "**reviews**", & "**best**", you can **target long tail versions** of your major keywords and can easily boost up your ranks in major search engines.

These modifiers can make your content topic broad and improve user reach with enhanced engagement.

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DON'T WAIT FOR THE OPPORTUNITIES
EXPLORE THEM BY YOURSELF.

23. Engage more users with **RESPONSIVE DESIGNS**

We all knew the impact of mobile devices on human behavior. And according to the Statista survey, there are around 2.32 billion active smartphone users worldwide, which will be reached at 2.87 billion by 2020.

With adaptive design, you can easily target those potential audience and make them your customer in future. **A web page with responsiveness can boost up your conversion 200 times**. And without having a responsive design you will surely loose your ranks on Google as user keeps ignoring your content.

So, make your website responsive for every device and boost your search engine ranks in 2018.

24. SHORT URL help you to make higher ranks

Usually shorten URL text contain focused terms that used to appear earlier than others, apart from that, those are easier to remember, which improves the numbers of returning users, in short retention ratio.

With each return, your content will get more authority, which **impacts on your search engine ranks**. So, keep your content's URL short, but relevant, expressive, and engaging.

Wrapping words as
THE CONCLUSION

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Dominate in 2018 and coming years by properly adopting SEO factors and keeping your eyes on user behavior. With proven on page SEO strategies, you can **improve user experience** along with leading search engine ranks.

But Remember, you can't manipulate Google, they have already incorporated Artificial Intelligence in their search algorithm to provide accuracy. You can only **work on your optimization, and content**. If your user likes your content, then Google will like you too.

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