

SEO BASICS

On-page SEO

FOR BEGINNERS

Diversifying digital



ON-PAGE SEO BASICS

The primary aim of on-page SEO is to communicate the contents of your website to search engines and users.

On-page SEO helps search engines understand the *meaning* and *context* of your page. This mechanism can be broken down into 2 stages:

Stage 1: Optimizing page properties

Stage 2: Optimizing page content

Optimizing page properties

- **Page title**

Page titles have *always* been an important factor when considering SEO. As such, each page on your website must have a distinguishable and unique title. This is essential because the page title is the first element that users see after hitting "Search" on a query.

Some questions to remember when crafting page titles include: how interesting does the title seem? How descriptive is the title of the page? How many recognisable and optimised keywords did you use?

- **Page description (meta description)**

The meta description is a concise summary of the page. It isn't seen on the page. However, it's what users read below the page title when they are interested in knowing more about the page.

The meta description and the page title are the two-step process by which you may convince the user to click through to your site. They should work together, and be keyword heavy to be effective.



- **Main heading (H1)**

The main page heading is different from the previously discussed page title. Referring to HTML code language, the main heading is the `<h1>` tag of the page. Optimised pages only have one `<h1>` tag, and the following subheadings belong to `<h2>` or `<h3>` tags.

Once again, a hierarchical structure is optimal for both users and crawlers. Adhering to such structures in all site organisations would definitely lend a helping hand to your SEO goals.

- **Images, audio and video**

Diverse webpage content keeps user engagement high. When done correctly, user experience is definitely maximised as a result. However, content that isn't text is slightly more complicated for Google and other search engines to interpret and interact with.

It is read by search engine crawlers to better interpret and index your content, and is therefore a great opportunity for SEO and ranking improvements. Also, these descriptions are read aloud to blind users on a screen reader.

Optimizing page content

Google's mission is to "provide users with high-quality results so that they can come back for more searches". In light of this mission, a popular saying in SEO is "Content is King". This implies and illustrates that the way in which information is communicated and presented on your website is your key to ranking in the SERP.

Although content is primarily interpreted by crawlers, and not by humans, very clear-cut distinctions are made between high and low quality content.



High-quality content is:

- Unique to the page, and cannot be found elsewhere on the website, or on another domain.
- Detailed and explains the topic accurately, clearly, and concisely.
- Well-formatted.
- Unbiased.
- Authoritative and credible. This can be achieved through reference to direct experience, data, and research.
- SEO-friendly.

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