

The Most Important Factors for On-page Optimization

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Friday, 20 July 2007

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Most Important Factors:- Before you kick start the SEO campaign, it is important to keep in mind the following things in order to achieve on page optimization:-

1. Include your keyword in your Domain Name

It is far better to think about search engine optimization at the very beginning of the process. For example, if it is at all possible, choose a domain name that will allow you to include your most important keyword or search term in your URL.

2. Enrich your Pages with Content

Many people want to get a high ranking for various keywords or keyword phrases, but if you look at the text on their web pages you can hardly find these vital words. This is a major misunderstanding. It is true that your main keywords and key phrases should be in your title tag and your description meta tags, and even in the keywords meta tag, but they must also appear on the page itself and they must appear in some strategic places on that page. Search Engines will not recognize that your page is truly about a Product/Service unless these words appear in headlines on the page, in the opening paragraph, in the file or domain name in link text and in the body text of your page.

3. Use different Title Tags for all pages

The most important sentence on any web page is the title tag. The title tag gives the search engine a good indication as to what your page is all about. Incorporate your main keywords or search phrases into your title tag, and keep them at the very front of the sentence. These keywords are more important than your company name.

The title tags of each of the sub-pages of the site should reflect the main content of those pages. Never use the same title tag for all the pages of the site.

4. Description Tag

Just as the title tag is the most important sentence or phrase on any page, the description tag is the most important paragraph on any page. Summarize the gist of your page in two or three pages, again incorporating the keywords and search phrases for which you think people will use when searching for your site.

6. Keyword Research

Here you may need the services of an SEO Professional. Generally people make the mistake by putting lot of keywords and in a hope to attract search engine they do keyword stuffing and ultimately it goes against your seo campaign as search engines treat it as keyword spamming. It is suggested that you find 1 to 3 keywords for your content and concentrate only on these keywords. But if you choose less keywords then you have to research extensively on these keywords to find out which keyword is most crucial. Since there is no point to optimize your website on a keyword that is no one is searching for. So do a extensive research or get a help of some expert to choose the keywords.

7. Anchor Text

So far we have placed the keywords in the strategic places of the web page: the title, the description, the headlines and the body text. Now we have to see that the keywords are included in clickable link text on the page. Whenever you are linking to sub pages or other pages of your site, make sure that your keywords are included in the clickable portions of the links.

8. Webpage Naming

Instead of naming your files as if they didn't matter, such as page1.html, page2.html, put your keywords and keyword phrases in your file names. If you do a search on Google for any particular item you will see that wherever your search keyword appears it is listed in the Google results in bold text. Usually you will see this bold text in the title that is displayed, and in the descriptive text that Google displays underneath the title.

9. Site Map

Getting all of your pages indexed is so important, that it is also prudent to take another step that will ensure that all of your pages are visited by search engine robots. A site map is a page that has text links to all of the pages of your site. A site map serves two purposes - It helps users to find what they are looking for on the site by providing an outline summary of all of your pages as well helps search engine robots to land on the interior pages. After you build your site map page, be sure to make a link to it from your home page and the other important pages of your website.

In addition to a normal site map page, you can also make an XML site map, upload it to the server and then register it with the Google site map tool. This process is easy to accomplish, and it will supply you with important statistical information from Google as well as help get all of your pages indexed.

Conclusion:-

On-Page optimization is the first step towards getting a high rank in search engines, Off-page campaign's success lies with the On-Page factors. So I suggest before running your SEO Campaign, either work on on-page factors first or include it into your plan. You will get better and fast results if your on-page factors are taken care well.

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