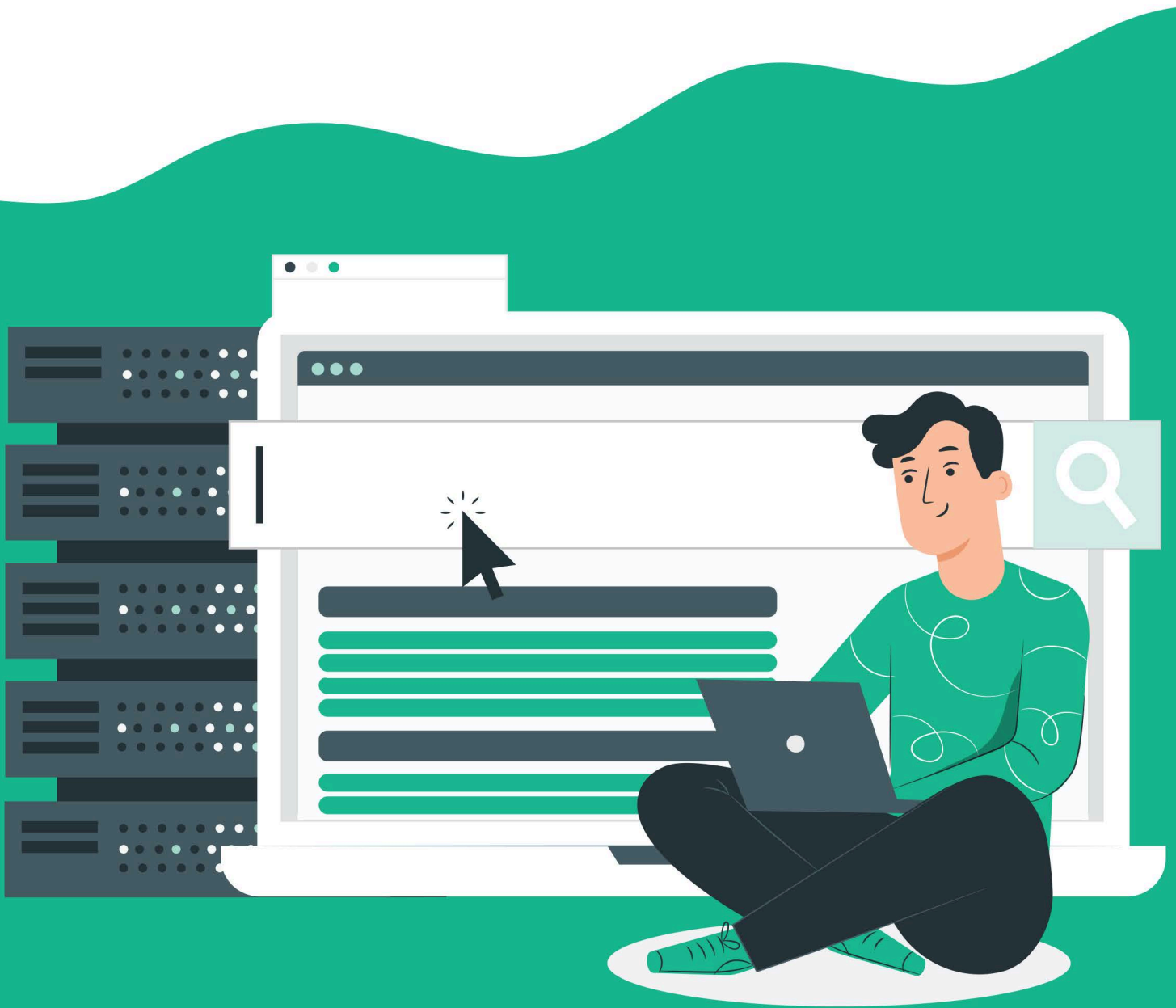# On-Page SEO

While there have been changes over the years to the algorithms search engines use to rank websites, the basics of on-page SEO remain very similar till today. Search Engines always try to show only valuable content to its audience and improve the user experience.

In order to rank in top pages, You need to consider these 11 essential steps.

Knowing how to improve your on-page SEO

Get the customers to your website to read your content and then take action according to your goals. Although you may bring people to your site, if there's nothing of value to them, they will not be engaged with your content. If they are not engaged, your pages will have higher bounce rates. If you have higher bounce rates then, Google will understand that your page is not adding value to the audience and you will rank low on Google

We have identified the 11 essential aspects of on-page SEO to get your website the results you need to achieve
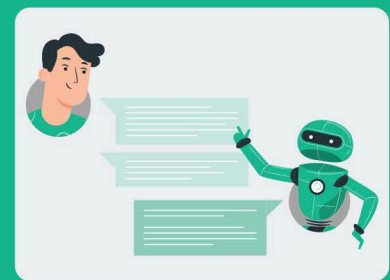
Chapters
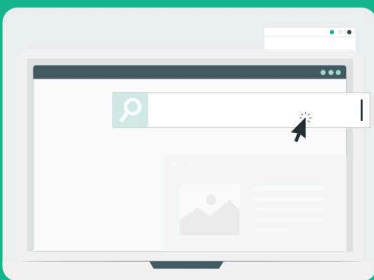
Tip 1
Find what people are searching on Google
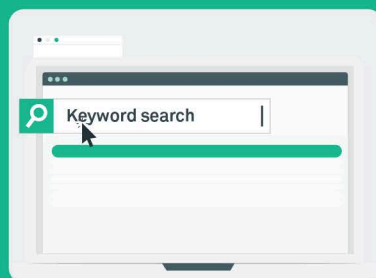
Tip 2
Create Content Based on that
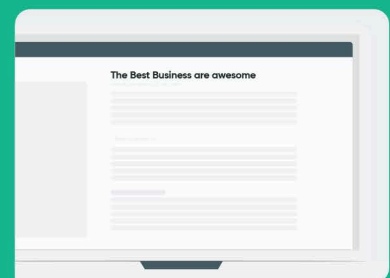
Tip 3
Offer a Solution

Tip 4
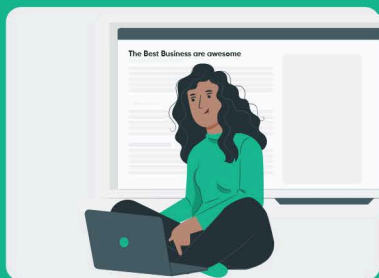Have your Keyword in SEO Title

Tip 5
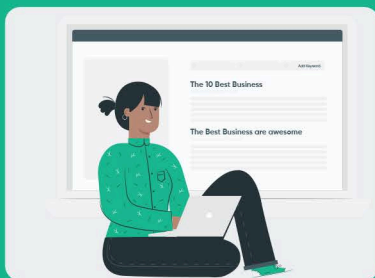Have Keywords in your Content
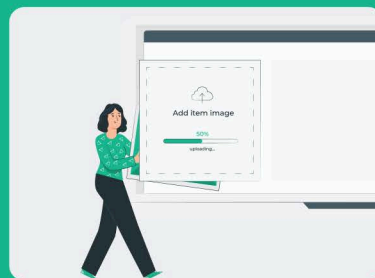
Tip 6
Subtopics are important

Tip 7

Make Your Content
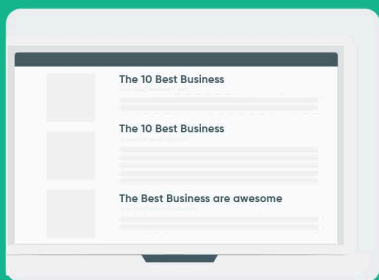Easier to Consume

Tip 8

Include Keyword
in URL

Tip 9

Add Relevant and Useful
Images to Your Content

Tip 10

Add a Meta
Description

Tip 11

Create a Sitemap

1 Find what people are searching on Google

Keywords are something that you are going to see a lot here. You need to know what keywords your customers are using before you use them in your content. Thankfully, Google has few tools that you can use see what your audience is searching.

Tools like **KW Finder** is a keyword research tool. It helps you Find keywords that you can easily rank for. Search for Competitor Keywords and analysye the keywords and content used in niche. KW Finder provides search volumes of data that helps you identify trending topics in your field. However, You can use free keyword tool like Google Keyword Planner it has it's own limitations.
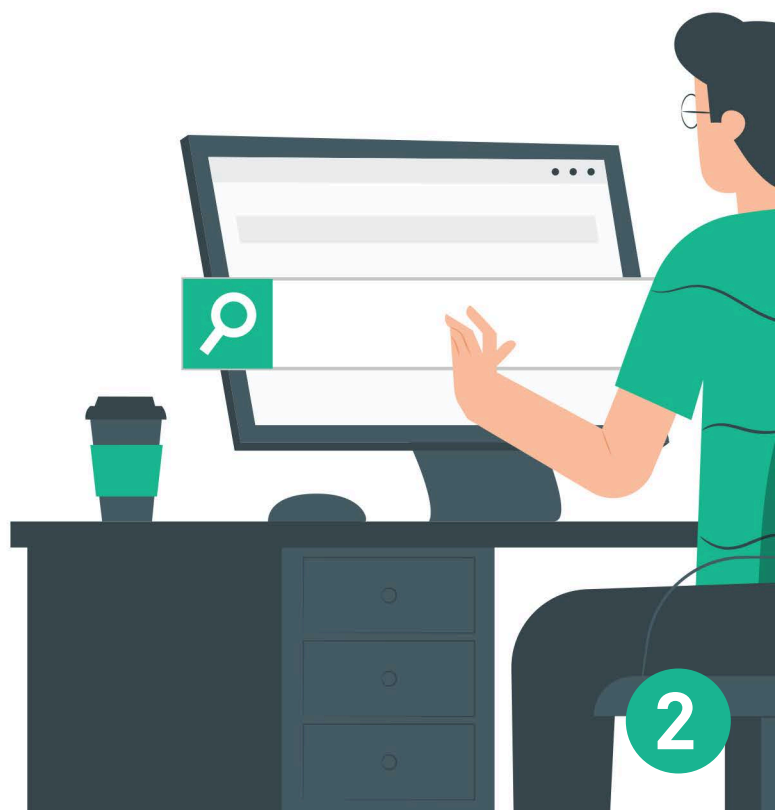
2 Create Content based on Audience Need

It's one thing to know the right keywords; it's another to understand the purpose of the Search. People are always searching for answers, and we need to know how to deliver to them.

Are they looking for information? Are they looking to buy a specific product? Are they just researching certain products? Knowing their search intent, you can craft content that your audience is seeking.

3 Offer a Solution

Have you ever searched for a recipe, but then had to read a mile long story about the recipe before you get to what you wanted to read? It's annoying, and people often don't have the patience to read through everything to get the information that they want. Instead, you should offer a solution and provide an answer first then explain why your solution is the best approach. You can create a listicle for the points you will be discussing.

4 Have your Keyword in SEO Title

The title of your content is the first thing that your potential customers will see. By having the keyword in the title, you are making it more likely people will click on your link in the search engine.

Not only should you have the keyword in the content, but you should also have an action phrase to let your audience know what to expect in your content. The title should be well-written; otherwise, this can hurt your SEO.

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Keyword search
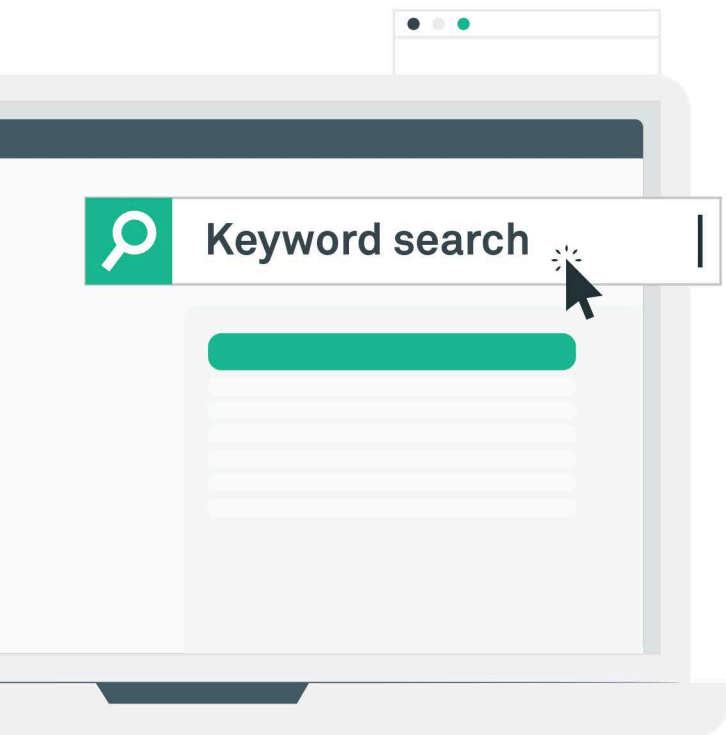
5 Have Keyword In Content

First of all, you should have your keyword fit naturally in the content at least three times. It's also essential that the keyword should appear in the first 100 words of the content. You should also avoid keyword stuffing as the content will look unnatural, and it will impact the reader's experience. If Search engines find it to be too spammy,the chances of being ranked in the top reduces.

6 Break Content Up into Subtopics

There are a few reasons why headers (h2, h3, and h4) are so crucial for SEO. One reason is for topic identification, helping the reader to see better if this is the content that they want to read. It also helps with readability. Maybe they don't want to read the whole content but want to focus on a specific section.

Lastly, it makes the page more accessible for those people who need to use a screen reader. These are all reasons why you should prioritise headers to break up content into subtopics.
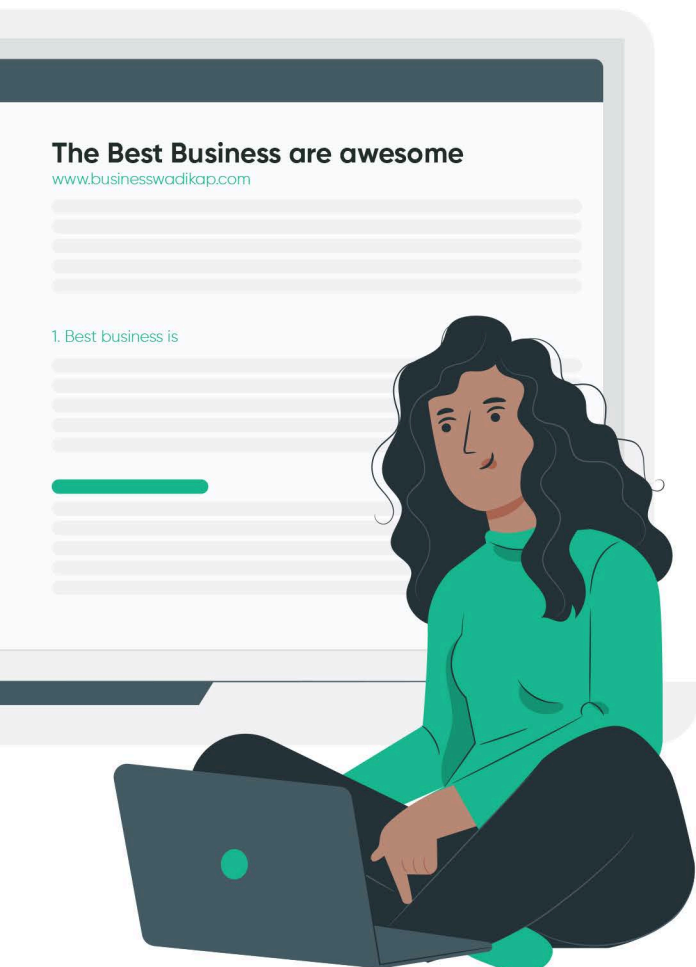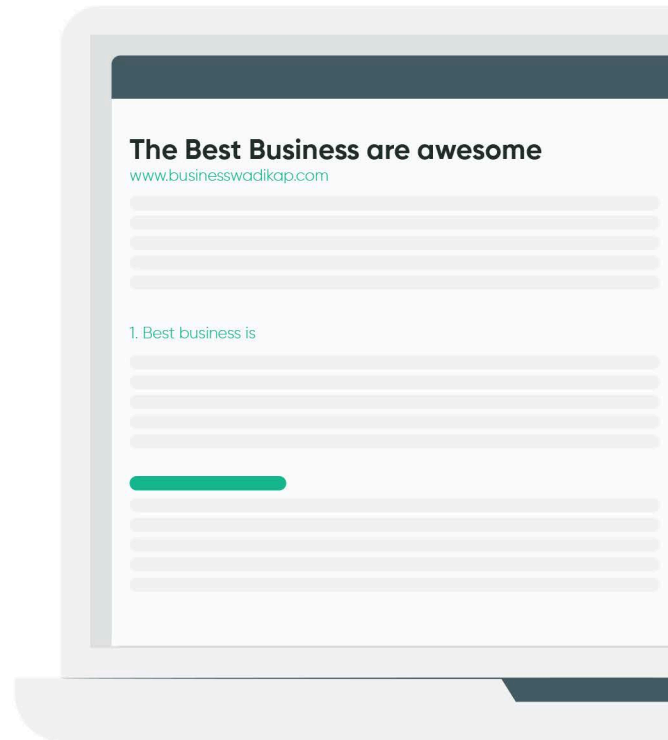
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1. Best business is

7 Make Your Content Easier to Consume

You need to be sure that your content is accessible for the audience to consume. Typically, readers have a short attention span, which is why you need to make sure that it's easier for them to digest the information you have to offer.
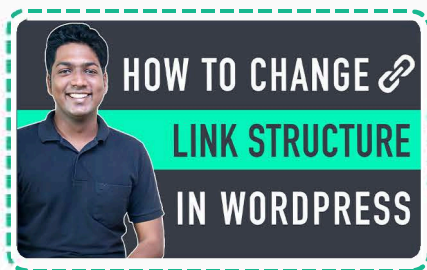
With other content out there that is similar to yours, you need to make sure your content stands out by being more satisfying and more valuable to the reader. Keep your sentences short and to the point. Break up sections into smaller and more comfortable to digest sections.
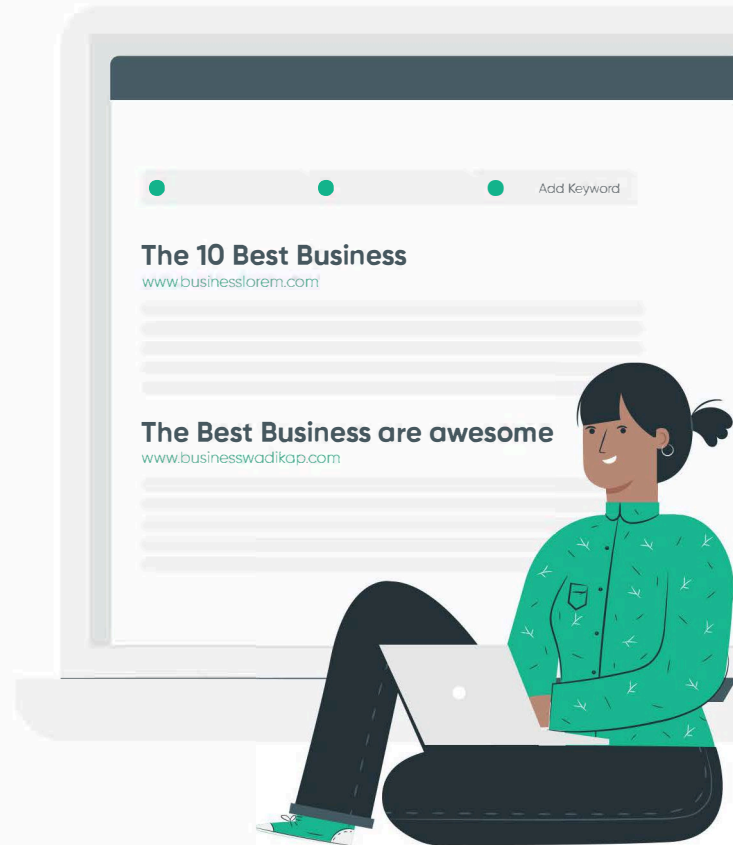
8 Include Keyword in URL

Your link to your content should be short but also include your keyword. Using keywords in your links is often an underrated but essential tactic to improve your SEO. With a proper URL, it can serve as a anchor text when people share the link.

This link can create previews that make your content more trustworthy, leading to more people clicking on them. Make sure that the link is concise, short, and includes a keyword.

HOW TO CHANGE 🔗
LINK STRUCTURE
IN WORDPRESS

Click here to watch Video

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www.businesswadikap.com

Add Keyword

9 Add Relevant and Useful Images to Your Content

Relevant and useful images do more than just make your content look appealing. These are also important because the human brain processes imagery better than it processes written content. This fact means that images can provide a more natural way to consume your content.

It will also assist you in gaining more organic visibility when you use alt tags, which is crucial to SEO. These images will link when your content is shared, increasing the chances people will click those links. Make sure that you only use high quality and relevant photos.
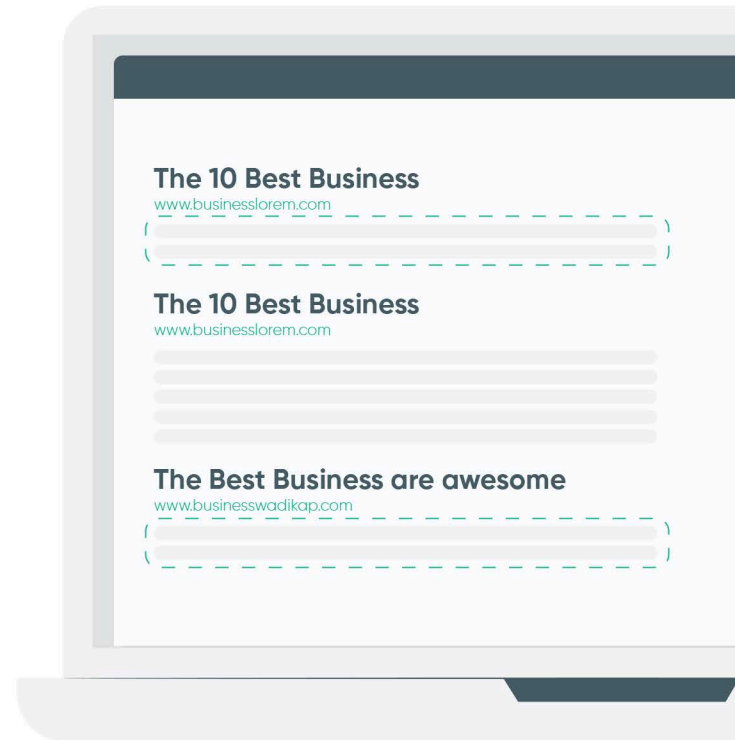
Add item image

50%

uploading...
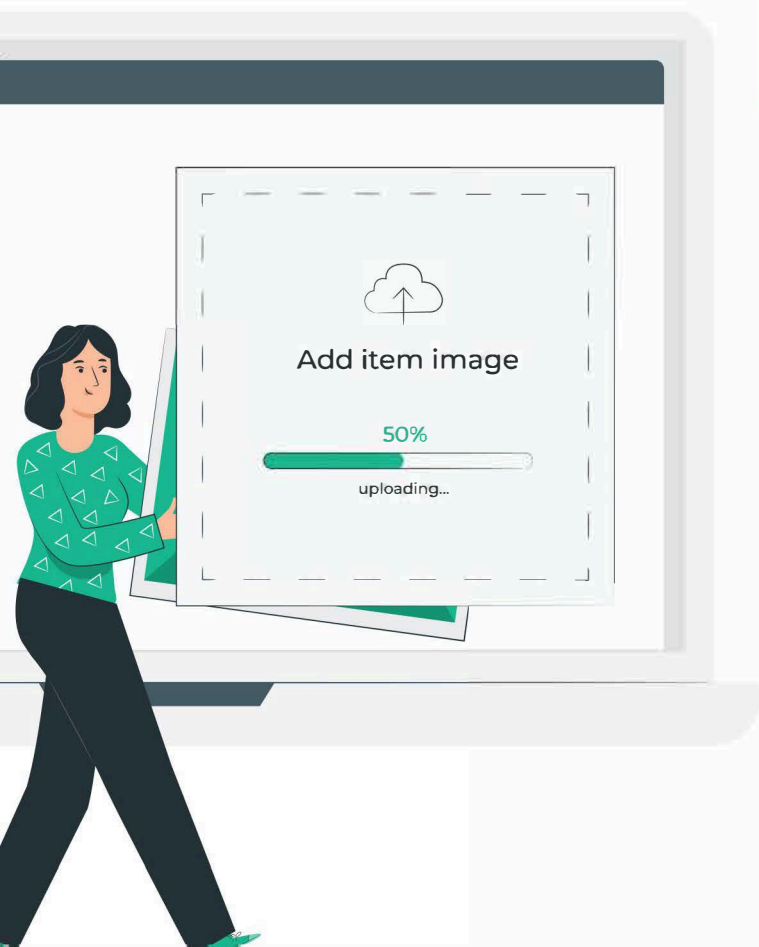
10 Add a Meta Description

The meta description is a small introduction on what your page is about and that can be seen underneath your link on search engines. The purpose of the meta description is that it tells the search engines and readers what to expect when reading your content.

It needs to be descriptive, detailed, and short, using 160 characters or less. Don't be tempted to stuff keywords in here, as this can hurt your SEO rather than help it. But you can add in your most important keyword here.

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11 Create a Sitemap

PHP

CSS

HTLM

```
<HTML>
    <HEAD>
        <TITLE> Lorem ipsum </TITLE>
    </HEAD>
<BODY>
    <H1> Lorem ipsum dolor sit amet, consectetuer
    adipiscing elit, sed diam</H1>
    <P> <IMG SRC= "Lorem ipsum"></P>
</BODY>
</HTML>
```

Sitemaps are important because it helps you organize your site, but it also helps search engines better crawl to your site to index it effectively. Just by creating a sitemap, you can improve your SEO significantly.

Using a sitemap template, take a look at your website and categories and organize them according to the template. Code the URLs using a tool like Sublime Text, if you're not familiar with how to do this yourself.

Verify the code, which helps see any errors, add the sitemap to the root folder on your Page then submit it.

Other Things to Know

While the other chapters covered crucial topics to SEO, some other tips help not only SEO but also the user experience. These additional tips can help put your on-page SEO into the next level, helping to ensure the results you intended for the website.

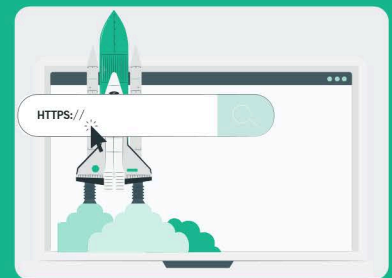**This section will show you these additional tips and why they are so crucial for your on-page SEO.**
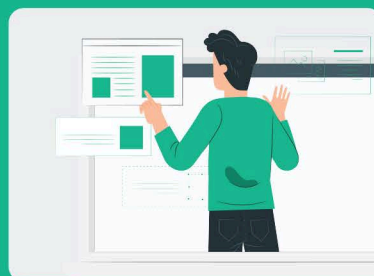
Bonus
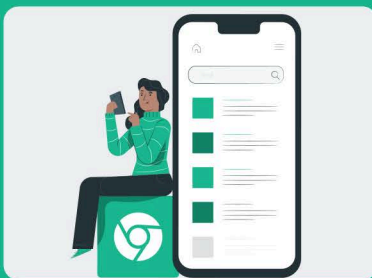
**Ensure Site
is Mobile Friendly**
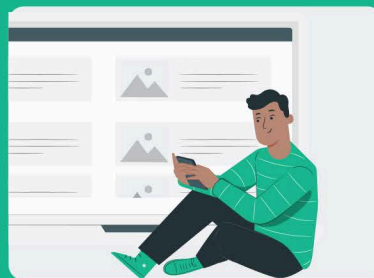
**Make Sure Site
Is Responsive**

**Add
HTTPS**

**Interlink Pages in
Relevant Places**

**Link to Useful
External Sources**

**Share Content on
Social Media**

1 Ensure Site is Mobile Friendly

There are so many reasons why mobile-friendly sites are essential. For one thing, search engines like Google tend to favour mobile-friendly websites, because this is quickly becoming the standard for sites, and people use their smartphones and tablets all the time to browse the internet.

These devices give them the convenience of getting all of their information right at their fingertips. If your website doesn't work for mobile device users, then you can lose out on a massive chunk of your audience and potential customers.

This information also benefits your reputation as people will generally share sites on which they had a positive experience.
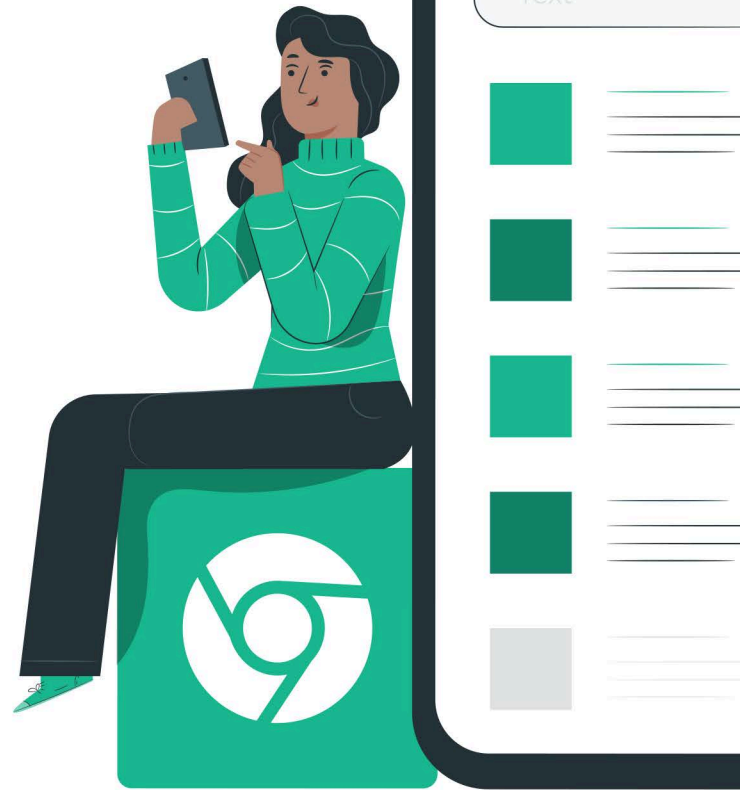
2 Make Sure Site is responsive

When talking about responsive design, this refers to a website that scales down automatically to the device or screen size used quickly. These pages don't lag as you're trying to scroll and pages load within a few seconds.

People want instant gratification when clicking on a site. They want the information to load quickly; otherwise, they will move onto another website, and you lose that customer.

Plus, Google ranks websites with better responsiveness higher than those without it, so this gives you a competitive edge when compared to other similar sites.

3 Add HTTPS

As you develop your website, you end up having the choice of HTTP and HTTPS. You may think that these are the same thing. Still, HTTPS is the better choice, especially for an e-commerce or membership website because HTTPS is more secure, which gives people the confidence that they need that their confidential information is safe with your website.

Because HTTPS websites are more secure than HTTP sites, Google and other search engines tend to favour them, which means that you should make sure that your website is an HTTPS site. If you don't have an HTTPS site, click here to learn **how to get a free SSL certificate**
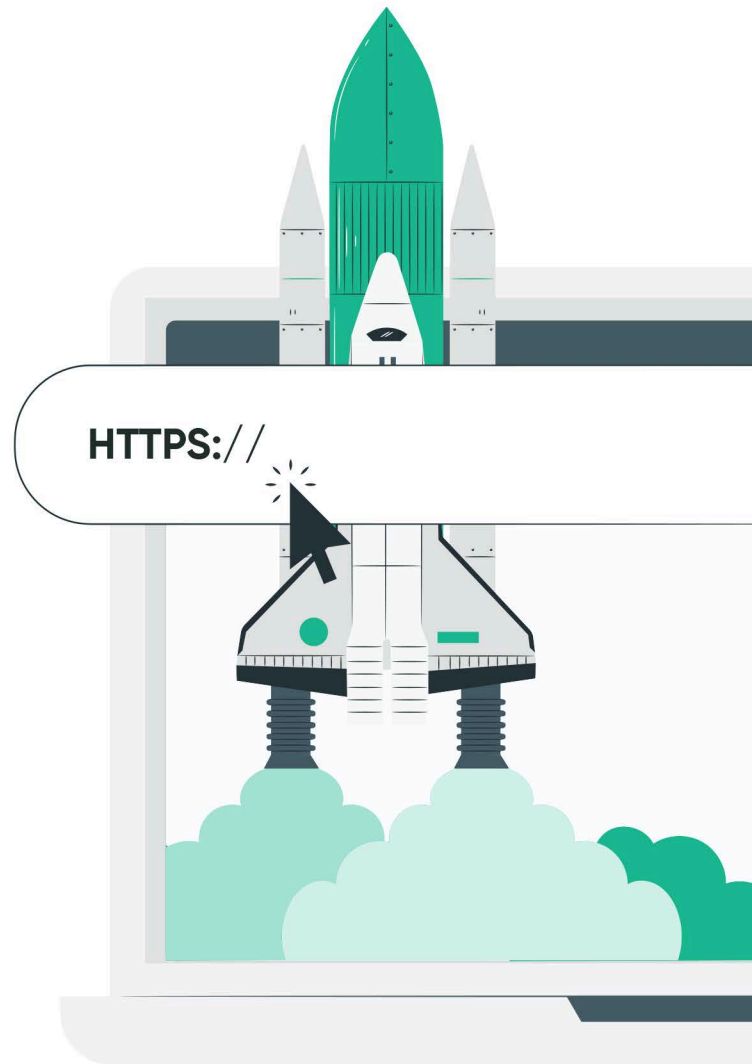
4 Interlink Pages in Relevant Places

Interlinking pages can be a complex strategy, but one that can pay off when it comes to SEO needs. Interlinking pages are excellent for SEO because it helps with website navigation, distributes the ranking power and page authority of your website, and defines both the hierarchy and architecture of your website.

However, it should be used in relevant places; otherwise, it will seem unnatural to the reader and end up hurting your SEO. The links should make sense to the reader, as they naturally flow through your website.

5 Link to Useful External Sources

Linking content to valued external sources helps by not only offering Google an idea of what your niche is but by also improving the authority of your website.

If you're writing about some type of illness, linking to reputable sites about the condition like on the CDC or other authority website, you are building your authority and trustworthiness.

Readers will see these links and trust the information you are offering them. There are a few things to remember; these pages should be relevant to your topic, add value, and come from reputable websites.

HTTPS://
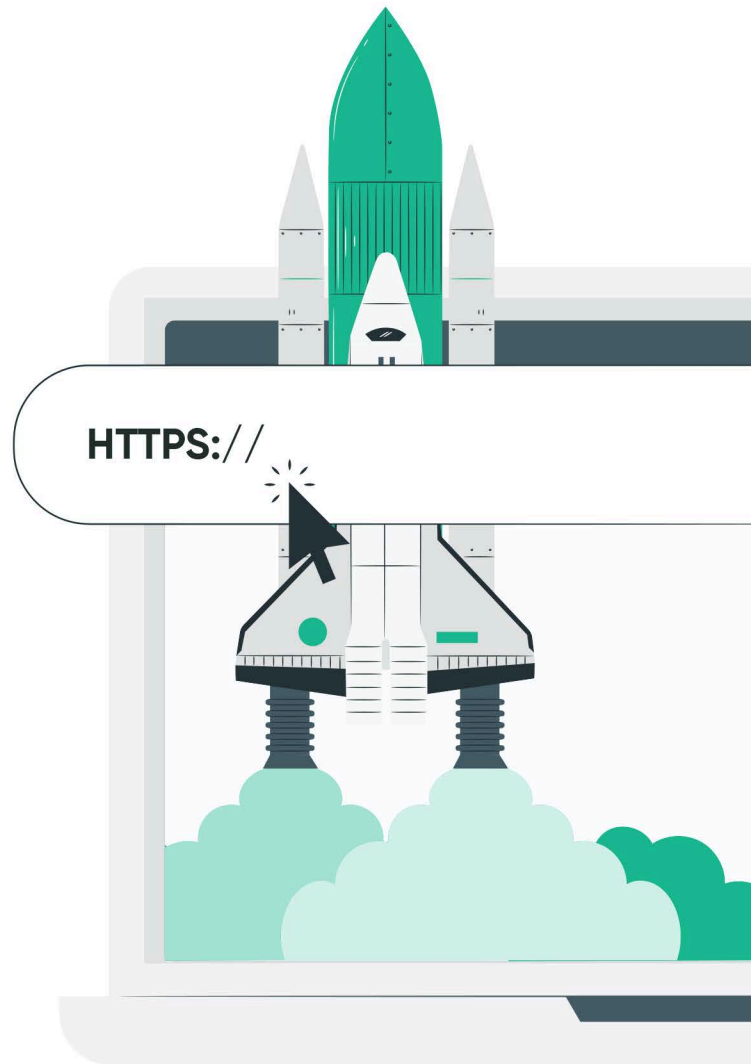
6 Share Content on Social Media

People live off of social media, and your audience is no different. When people read fantastic content, they want to share it with their friends. By adding buttons that easily allow you to share your content, you increase the chances that others share.

You should also be sure that you are sharing your content on social media sites as well, as this can help you achieve more reach for your content.Your followers can share this content with their followers, and if the content is fantastic, it may even end up going viral.

It's also essential that you create valuable, shareable content, which will make it more likely people will want to share it.

The approaches here in this guide are meant to offer you the best tips for improving your on-page SEO. SEO may continuously be evolving, but it won't go away for the foreseeable future. Adapting your SEO approaches to get your page the attention it deserves is the best way to stand out from the crowd. A rule of thumb to follow is that if Google uses something as a standard, it's probably the approach that you want to use to optimise your site.
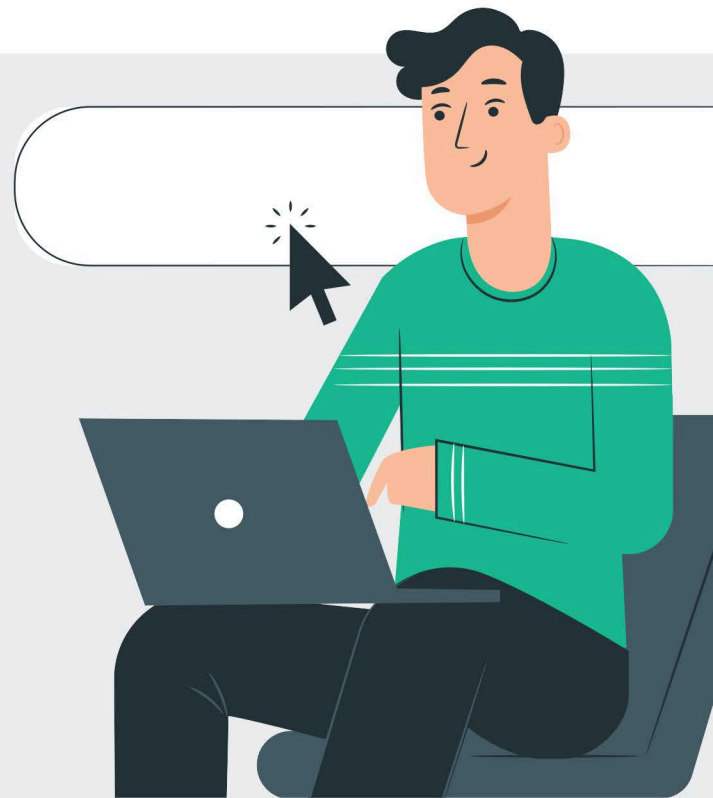
By following
these tips

You will find a significant improvement to your website's SEO and the attention it receives from your potential audience.
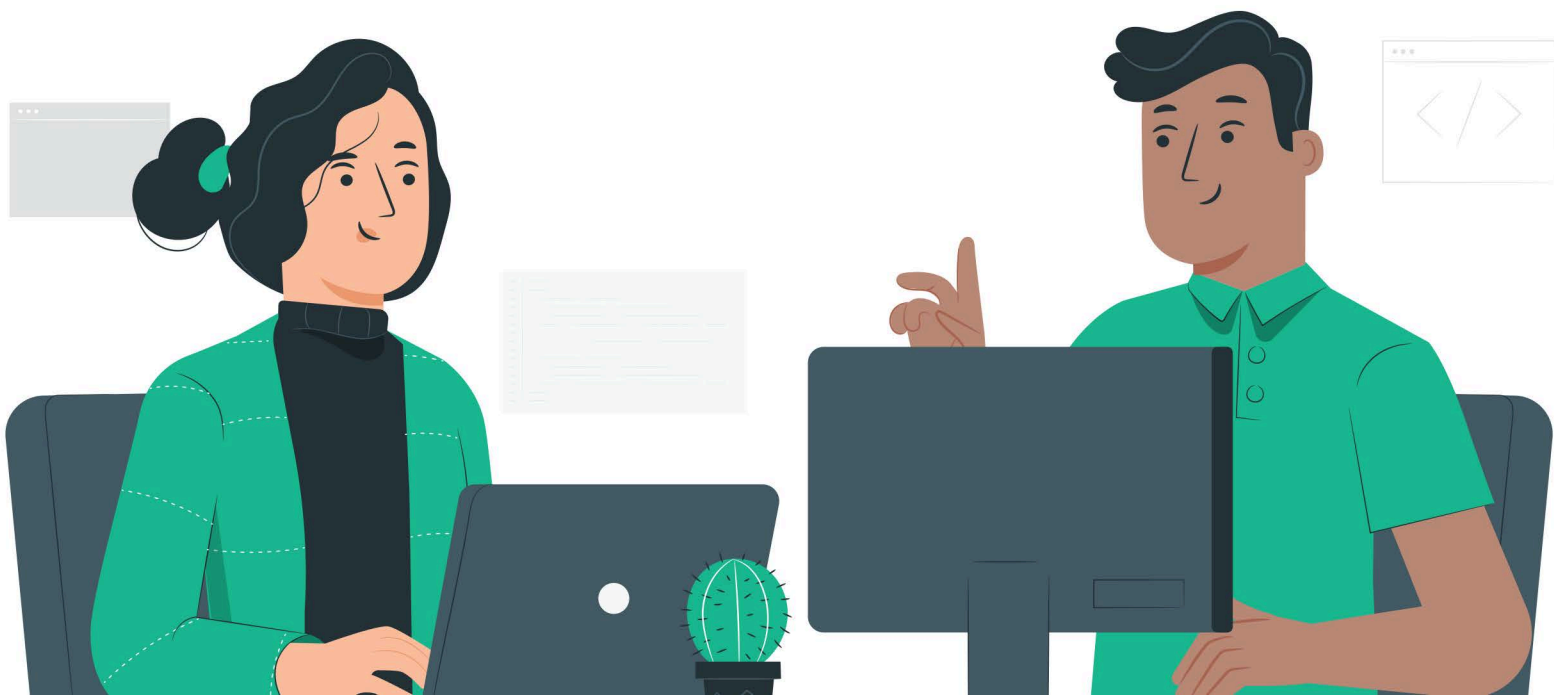
Learn everything about building a site.

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