***WHAT IS ON PAGE SEO AND HOW TO DO IT IN 2022?***

On-site SEO (also known as on-page SEO) is the practice of optimizing elements on a website (as opposed to links elsewhere on the Internet and other external signals collectively known as "[off-site SEO](https://moz.com/learn/seo/off-site-seo)") to rank higher and earn more relevant traffic from search engines. On-site SEO refers to optimizing both the content and HTML source code of a page.

Both on-site and off-site SEO form two of the [basics of Search Engine Optimization](https://moz.com/beginners-guide-to-seo#on-site) when trying to rank your site.

Beyond helping search engines interpret page content, proper on-site SEO also helps users quickly and understand what a page is about and whether it addresses their search query. In essence, good on-site SEO helps search engines understand what a human would see (and what value they would get) if they visited a page so that search engines can reliably serve up what human visitors would consider high-quality content about a particular search query (keyword).

The ultimate goal of on-site SEO can be thought of as attempting to make it as easy as possible for both search engines and users to:

* Understand what a webpage is about;
* Identify that page as relevant to a search query or queries (i.e. a particular [keyword or set of keywords](https://moz.com/learn/seo/what-are-keywords-why-do-they-matter));
* Find that page useful and worthy of ranking well on a search engine results page (SERP).

**1. Content Optimization:**

Content is the primary factor that has a substantial impact on the rankings in the search engine. Experts call it a king in the field of SEO. That's why every SEO expert focuses mainly on the quality of content. Search engines like Google offer preference to websites that upload high-quality content regularly for their readers.

The term high quality means that the content is defined and explains the title of the post. It must be free from irrelevant information that differs from the title and could be a reason of time wastage of readers.

If it is the case, the reader will never revisit your website because the reader assumes that this website contains fake information.

Furthermore, the content must be unique and not identical to articles that are already published by other websites. In the past, website owners practiced using the writings of others and using excessive keywords for getting higher rankings. This technique is known as the black hat SEO technique, and it works, but it reduces the quality and purpose of the article.

That's why; search engines update their algorithms to tackle this problem. Now, the search engine crawler automatically detects the level of plagiarism and informs the search engine about it. Search engines make necessary changes and adjust the rankings as per the quality of content as compared to others.

Also, search engines consider the length of the articles and the frequency of publishing new articles while allotting rankings. It gives preference to sites that upload high-quality and lengthy articles but at regular intervals.

**2. Keyword optimization**

Keywords are another vital factor in On-Page SEO optimization. In the past, keywords were the king for getting the higher rankings in the search engine results. But it loses its importance because many website owners and SEO expert practices keyword suffering ,which is another technique of back of hat SEO.Website owners fill the entire article with a bunch of keywords with the sole purpose of earning through ads. As a result, the quality of content goes down, and readers see only keywords instead of useful and relevant information.

That's why search engines algorithms are updated accordingly to avoid damage to the quality of content. Now, search engine crawlers detect the keyword stuffing and inform the search engine about it that harms the rankings in SERPs.

1. **Things To Consider While Selecting The Keywords**

The following are the few things that you must consider while selecting the keywords for your site.

* .Select keywords that are relevant to your title and the rest of the article.
* Must consider the intent of the reader and select the keywords accordingly.
* Try to select keywords with high organic volume.
* Use keywords with low SEO difficulty because it helps to rank easily especially for new websites..
* Long-tail keywords for getting quality visitors (we will discuss long-tail keywords later in this article)
* Must consider the target location or audience while selecting keywords
* Try to use the standard frequency of keywords in the article. The best frequency of keywords is 2% that is widely practiced by SEO experts.

 **b. Types of Keywords**

There are two types of keywords, i.e., short tail keywords and long-tail keywords. Let's take a brief look at both types.

**Short Tail Keywords**

Keywords that comprises of up to three words are known as short-tail keywords. This type of keywords offers high search volume as well as excellent SEO difficulty.

Usually, short tail keywords are less useful as compared to long-tail keywords. Because the organic traffic comes on the site by using short tail keywords may use this keyword as a part of a long-tail keyword.

**Long-Tail Keywords**

Keywords that comprises of four or more words are known as long-tail keywords. This type of keywords offers more specific consent about topics or products but offers low search volume. It is relatively easy to rank on these keywords and helpful for getting relevant traffic.

3**. Title and Description Optimization**

Title optimization is crucial because it informs the search engines as well as site visitors about the purpose of page or post. It tells them what type of information is available in this article or post.

Description of the post is essential; it is the part that a search engine displays in the search results along with the title of the post. That's why I always try to summarize the article in a short paragraph.

Search engine crawlers read the first 170 words of the description and pass this information to search engines for ranking purposes.

Usually, searchers select the links from the list by reading the title and description of the post. Therefore, SEO experts recommend using the primary keyword in the title of the post so that readers and search engines know about the post quickly.

**4. Image Optimization**

Images always remain an essential part of any post or page from the beginning of websites. It not only helps to improve the appearance of the page or post but also beneficial for getting organic traffic from image searches.

Image optimization is an integral part of On-Page SEO optimization. SEO experts recommend using image alt attributes properly by using keywords in that. If you can use a short description of about 170 words, search engines provide preference in image base results.

Also, I always try to use images with the lowest resolution and size of the image. Because using the large size image with high resolution, it will increase the burden of the site, and ultimately, the site loading speed will reduce. It has a negative impression not only on the readers but also on search engines because they don't like the sites with high loading times.

**5**. **URL Optimization**: URL has its importance in the field of SEO. It not only helps to describe the subject/purpose of the article but also informs the search engine about the article.

Always try to use the title of the post in the URL of that post. Some website practices use article numbers instead of titles

**6. Internal Linking**

Internal linking is the process of using the links of other posts or pages of your website in the article. It helps to improve the number of page views as well as helps to reduce the bounce rate.

It tells both the readers and search engines, about relevant information available on other posts or pages. Visitors like to gather information from the single site instead of searching another site in the search engines.

Also, you can use the links from other websites to assure search engine crawlers about the topic of the post.

**What is important is relevance.**

For each of your pages, ask yourself how relevant the content is to the user intent behind search queries (based on your keyword usage both on the page and in its HTML).

In this way, on-site SEO is less about keyword repetition or placement and more about understanding who your users are, what they're looking for, and about what topics (keywords) can you create content that best fulfills that need. Pages that meet these criteria have content that is:

* **In-depth.** ["Thin" content](https://moz.com/blog/fat-pandas-and-thin-content) was one of [Google Panda's](https://moz.com/learn/seo/google-panda) specific targets; today it's more or less assumed that content must be sufficiently thorough in order to stand a good chance at ranking.
* **User-friendly.** Is the content readable? Is it organized on your site in such a way that it's easily navigable? Is it generally clean, or littered with [ads and affiliate links](https://moz.com/blog/google-panda-algo-new)?
* **Unique.**If not properly addressed, [content duplicated](https://moz.com/blog/duplicate-content-in-a-post-panda-world) from elsewhere on your site (or elsewhere on the Internet) may impact a site's ability to rank on SERPs.
* [**Authoritative and trustworthy**](https://www.searchenginejournal.com/seo-guide/search-authority/)**.** Does your content stand on its own as a reliable resource for information on a particular topic?
* **Aligned with user search intent.** Part of creating and optimizing for quality content is also delivering on searcher expectations. Content topics should align with the search queries for which they rank.

Non-keyword-related on-site SEO

Beyond the keywords (topics) used in content on a webpage and how they're discussed, there are several "keyword-agnostic" elements that can influence a page's on-site optimization.

Those include things like:

* Link use on a page: How many links are there? Are they [internal](https://moz.com/learn/seo/internal-link) or [external](https://moz.com/learn/seo/external-link)? Where do they point to?
* [Page load speed](https://moz.com/learn/seo/page-speed)
* Use of [Schema.org structured data](https://moz.com/learn/seo/schema-structured-data) or other markup
* Page [URL structure](https://moz.com/learn/seo/url)
* [Mobile friendliness](https://moz.com/learn/seo/mobile-optimization)
* Page metadata

All of these elements tie back to the same basic idea: creating a good user experience. The more usable a page is (from both a technical and non-technical perspective), the better that page's on-site optimization.

**Conclusion**

You must have to do proper On-Page SEO if you want to rank your website in search engine results. Many website owners want to do it by themselves, but they don't know how to do On Page SEO.

Hopefully, the above discussions make it straightforward for website owners, and they can easily start the SEO of their website. If you have any queries about On-Page SEO, please contact us here.

**Meta title:**

On-Page SEO, Some important factors for getting top rankings

**Meta Description:**

The practice of optimizing the web pages or posts of a website for getting top rankings in the search engine results is known as On-Page SEO