

The Anatomy of On-Page SEO

Page titles: This is the most forgotten aspect of SEO. Use your primary keyword at least once, limit titles to 70 characters and divide specific keyword phrases.

Page descriptions: Otherwise called meta descriptions, this is the text that will appear in the search engine content. Make sure to utilize primary keywords at least once, limiting descriptions to two or three keywords overall. Use a maximum of 155 characters.

Body headlines: Also known as “H1 Heading Tag.” Use only one primary keyword. Limit to 70-80 characters and make your text similar to that of your page title.

Body copy: Here is your “On-Page SEO.” Where creativity, intuition and consciousness of your user’s needs, wants and desires come to life. Make certain that your content is relevant, engaging and regularly updated.

Images: This is the second most under-optimized, forgotten SEO assets. Make sure to add image titles where relevant.

Internal links: Internal links should help most websites follow this general rule of thumb. A user should only need to click a maximum of three times to get anywhere on your site.

External links: This is in essence linking from your site to an outside “reputable and credible” site source. It is known to be a significant way of gaining valuable credit with Google’s new search algorithms.

Meta keywords: The rumors are correct—this aspect has been laid to rest. After repeated abuse by spammers, Google has decided to exclude meta keywords from factoring into any aspect of determining SEO rankings moving forward.