

SEO Tips

Top 10 Most Important On- Page SEO Factors



Lovely Gautam

@thelovelygautam





1

Headings and Title Tags

Title & H1 tag should incorporate the primary keyword or central focus of the page.



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www.lovelygautam.com



2

URL Structure and Keyword Usage

Use descriptive and keyword-rich URLs that accurately reflect the content of your web page, avoid lengthy URLs.



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3

Internal Linking

Strategically incorporate internal links throughout your content, using descriptive anchor text that includes relevant keywords.



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4

Mobile-Friendliness

Make sure your website is responsive and capable of adjusting smoothly to various screen sizes.



Clear and Readable Content

Enhance the readability of your text by incorporating subheadings, bullet points, and numbered lists.



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Image Optimization

Improve image optimization by using descriptive file names and alt tags that incorporate relevant keywords.



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User Experience and Site Speed

Ensure that your website pages loads quickly, as slow-loading pages can result in increased bounce rates and diminished rankings on search engines.



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Social Media Integration

The presence of social media signals, such as shares, likes, and comments, can demonstrate the popularity and significance of your content.



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Content Quality and Relevance

It is essential to create well-written, engaging content that genuinely benefits your audience and offers them valuable insights.



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10

Descriptions

Meta Tags and The meta description, appearing below the title tag, provides a brief overview of the page's content.



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