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# ON-PAGE SEO

## BEST PRACTICES

### YOU SHOULD BE DOING

#### 1. Keyword in URL

Your URL allows Google to understand what the content of your page relates to. A keyword-rich URL can therefore improve organic CTR.



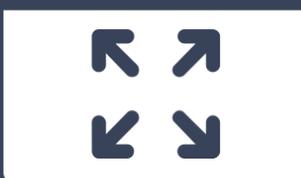
#### 3. Front-load keyword in title tag

This is usually the first thing your audience will read on Google before clicking. Make sure they can instantly know where they will be going once clicked.



#### 5. Include keyword once in first 150 words

Google's algorithm puts more weight on the first 100-150 words of your page. So for your blogs, landing pages, etc. make sure to use your keywords early.



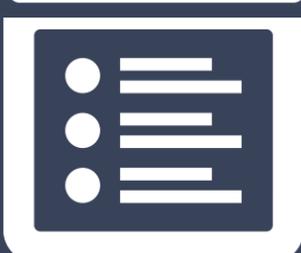
#### 7. Image alt-tags

As Google can't read an actual image, help them identify it with an image alt-tag. Save your images with a brief description of what the image is of.



#### 9. LSI keywords

LSI Keywords are terms that can accompany your main keyword. You can find ones related to yours using [LSIGraph.com](http://LSIGraph.com).



#### 11. Internal links

When publishing new content, link to 2-5 other pages on your site. Make sure to use keyword-rich anchor text in your internal links to give your audience confidence the content will be relevant to them.



#### 2. Concise URL

Research stipulates that shorter URLs rank best in Google. However, make sure not to compromise a good description of your brand.

#### 4. Embed title tag modifiers

Title Tag Modifiers are words and phrases that are added to your title tag. 50% of organic traffic comes from long tail searches. When added, your page will rank for lots of long tail keywords.

#### 6. Use just one H1 tag

H1 tags are typically used as a wrapper for the title of the page. Pages should only have one title, so it's best practice to have just one H1.

#### 8. Use your keyword in H1, H2, and H3 tags

This won't make the biggest impact in your Google rankings, but when it comes to SEO, every little optimisation helps.

#### 10. Keywords synonyms

Cramming keywords throughout your content won't work, as Google will penalise you for overdoing it. Instead, find different ways to phrase your keywords.

#### 12. External links

Link out to 5-8 authority sites in your article. Make sure these are trusted sources.

## IS YOUR SEO UP TO SCRATCH?

Finding it difficult to pinpoint where to make the improvements highlighted here? Find out now with an SEO audit! [Get your free, in depth audit today here.](#)

If you'd like to discuss any of the points highlighted above, or the results from your SEO audit, [click here to book a meeting with our solutions architect.](#)

