

# Module 1 Search engine ,domain name, keywords

- 1.1 What is search engine & how it works.
- 1.2 What is Domain name importance
- 1.3 What is keywords and types of keywords.

# Module 2 search engine optimization(SEO)

- 2.1 What is SEO?
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- 2.4 ON PAGE SEO IN DETAILS.
- 2.5 ON PAGE SEO TIPS TO ENHANCE SEARCH ENGINE RANKING.
- 2.6 OFF PAGE SEO IN DETAILS.

## 1.1 What is search Engine?

A web search engine is a software system that is designed to search for information on the World Wide Web. The search results are generally presented in a line of results often referred to as search engine results pages (SERPs). The information may be a mix of web pages, images, and other types of files. Some search engines also mine data available in databases or open directories. Unlike web directories, which are maintained only by human editors, search engines also maintain real-time information by running an algorithm on a web crawler.

## How Google search Engine works?

PageRank is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages. According to Google:

PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites.

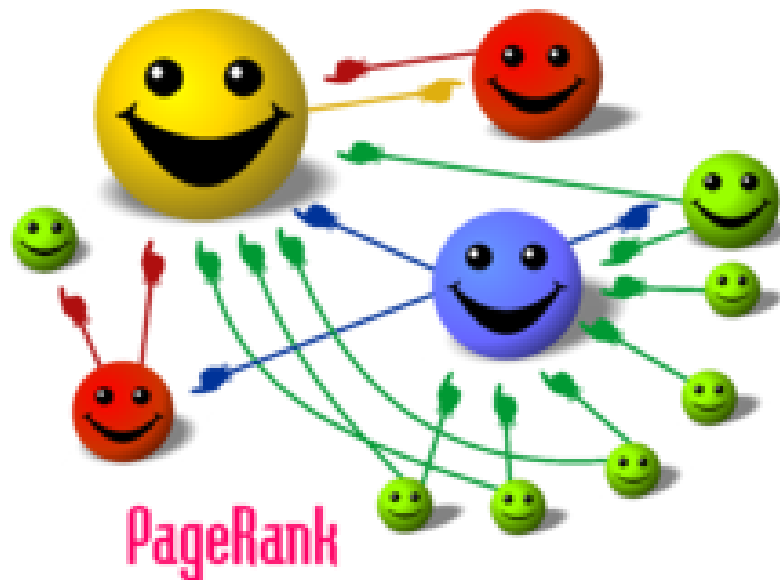
It is not the only algorithm used by Google to order search engine results, but it is the first algorithm that was used by the company, and it is the best-known.

PageRank is a link analysis algorithm and it assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set. The algorithm may be applied to any collection of entities with reciprocal quotations and references. The numerical weight that it assigns to any given element E is referred to as the PageRank of E and denoted by  $PR(E)$ . Other factors like Author Rank can contribute to the importance of an entity.

A PageRank results from a mathematical algorithm based on the webgraph, created by all World Wide Web pages as nodes and hyperlinks as edges, taking into consideration authority hubs such as cnn.com or usa.gov. The rank value indicates an importance of a particular page. A hyperlink to a

page counts as a vote of support. The PageRank of a page is defined recursively and depends on the number and PageRank metric of all pages that link to it ("incoming links"). A page that is linked to by many pages with high PageRank receives a high rank itself.

Numerous academic papers concerning PageRank have been published since Page and Brin's original paper. In practice, the PageRank concept may be vulnerable to manipulation. Research has been conducted into identifying falsely influenced PageRank rankings. The goal is to find an effective means of ignoring links from documents with falsely influenced PageRank.



**Cartoon illustrating the basic principle of PageRank. The size of each face is proportional to the total size of the other faces which are pointing to it.**

## 1.2 WHAT IS DOMAIN NAME-SEO Best Practice:

# Domain

Domain names are the human-readable Internet addresses of websites. Root domains, which are identified by their domain names, have extensions such as .com, .org, .net, etc. (Ex. <http://www.example.com>) Subdomains are a lower-level component of a root domain and precede the domain name. (Ex. <http://subdomain.domain.com>)

### *Top Tips*

- **Word Separators**  
Avoid hyphens. Hyphens detract from credibility and can act as a spam indicator.
- **Top-Level Domain (TLD)**  
Top-level domains (like .com) are the extensions associated with domain names. For best ranking results, avoid uncommon top-level domains (TLDs). Like hyphens, TLDs such as .info, .cc, .ws, and .name are spam indicators.
- **Length**  
Avoid domain names longer than 15 characters. Short domain names are easier to remember, easier to share, and have a smaller chance of resulting in typos.

## What Are Domains?

### *Root Domains*

A root domain is the top level hierarchy of a domain. Root domains are purchased from registrars. The following are examples of root domains:

- \*.example.org
- \*.moz.com
- \*.blogspot.com

### *Subdomains*

A subdomain is a "third level" domain name that is part of a larger, top-level domain. For example, "blog.example.com" and "english.example.com" are both subdomains of the ".example.com" root domain. Subdomains are free to create under any root domain that a webmaster controls.

The two most common subdomain choices are:

- <http://www.example.com> (www is the subdomain)
- <http://example.com> (has no subdomain)

These are also the subdomains that commonly result in canonicalization errors.

## SEO Best Practice

To maximize search engine-referred traffic, it is important to keep each of the following elements in mind:

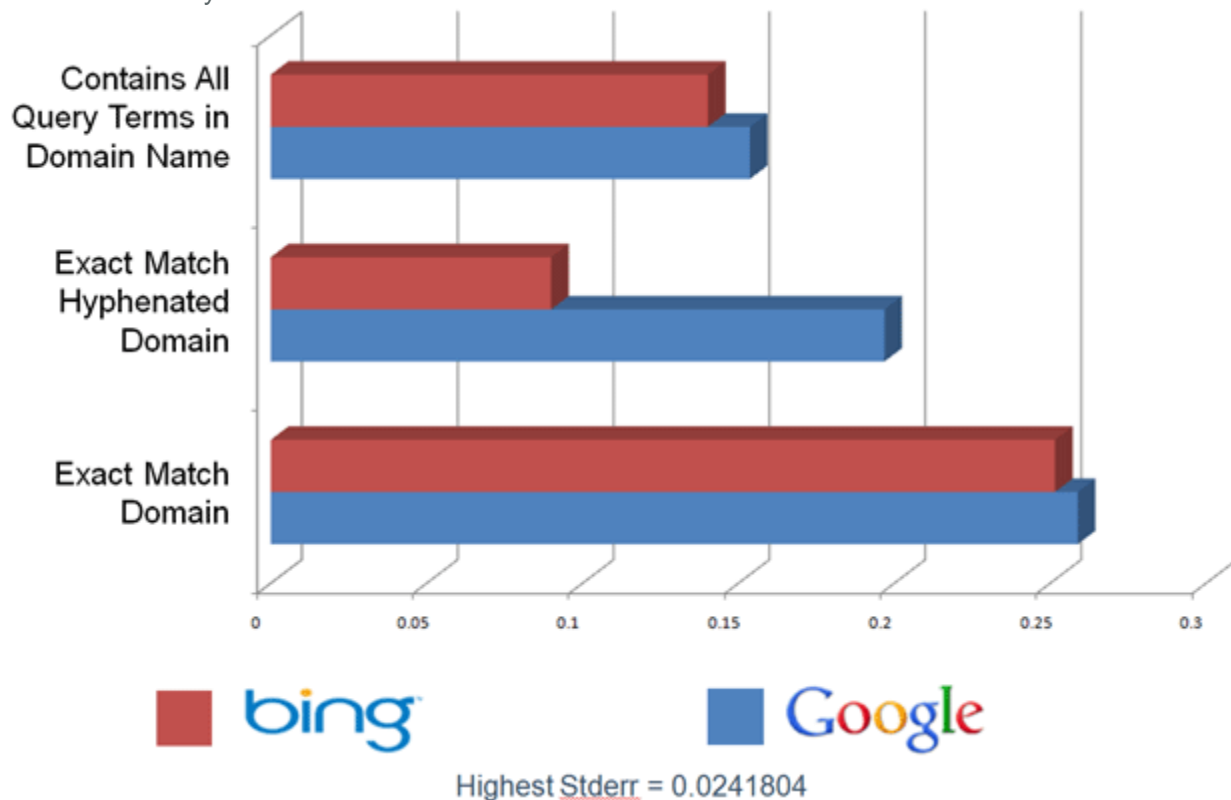
### 1. Domain Name Memorability

There are a number of considerations when selecting a domain name. Among them are making the name short, easy to remember, and easy to type. It is also important that the name be easy to type into a browser. This is especially true for websites that rely on word-of-mouth advertising, which forces people to type domain names they might not be familiar with into their web browser.

### 2. Keyword-Rich Domains

Ideally, webmasters should strike a balance between finding a catchy, unique, brand-friendly domain name and having a domain that contains keywords they are trying to target. The benefit of a keyword-rich domain is two-fold. First, the domain name itself is a ranking factor that the engines consider when calculating ranking order. Second, having relevant keywords in a domain name is beneficial because the domain name is the text that other Internet users will use as [anchor text](#) when linking. Since keywords in anchor text are an important ranking factor, having these keywords in a domain name can have a positive impact on ranking.

In recent years Google has made several changes that have de-prioritized sites with keyword-rich domains that aren't otherwise high-quality. Having a keyword in your domain can still be beneficial, but it can also lead to closer scrutiny and a possible negative ranking effect from search engines—so tread carefully



### **3. Hyphens**

If your domain name is two words (like [www.examplesite.com](http://www.examplesite.com)), you may want to separate the words with a hyphen for readability: [www.example-site.com](http://www.example-site.com). That said, use of hyphens also correlates highly with spammy behavior—and more than one hyphen should not be used in a domain name. For this reason, it's generally better to stick to domain names containing only one or two words.

### **4. Non-.Com Top-Level Domains (TLDs)**

When a webmaster registers a domain name, they will be given the option to buy additional TLDs. In order to maximize the direct traffic to a domain, it is advised that webmasters should only buy a domain if the .com version is available. Additionally, it is not recommended that SEO-conscious webmasters purchase low quality TLDs such as .biz, .info, .ws, .name, etc. as a means of increasing traffic.

### **5. Subdomains Or Sub-Folders**

Since search engines keep different metrics for domains than they do subdomains, it is recommended that webmasters place link-worthy content like blogs in subfolders rather than subdomains. (i.e. [www.example.com/blog/](http://www.example.com/blog/) rather than [blog.example.com](http://blog.example.com)) The notable exceptions to this are language-specific websites. (i.e., [en.example.com](http://en.example.com) for the English version of the website).

### **6. Buying & Redirecting Domains**

Buying web pages for their links and redirecting them to another site has long been a practice employed by SEOs. Though this has been effective in the past, industry leaders such as Search Engine Land's Danny Sullivan have posted about [buying domains](#). They suggest that Google largely devalues links from sites once they are expired or when ownership changes.

## **1.3 What are Keywords?**

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

# How-To-Plan-Keywords-For-Our-Website?

Keyword research & keyword planning is a practice search engine optimization (SEO) professionals use to find and research actual search terms that people enter into search engines. Search engine optimization professionals research keywords, which they use to achieve better rankings in search engines. Once they find a niche keyword, they expanded on it to find similar keywords. The process is usually aided by keyword suggestion tools, like the Google Adwords Keyword Planner, which offer thesaurus and alternate keyword suggestions.

## Concentrate On User Query

In order to generate a user query, we need to understand the distinct types of the user query. Enter those keywords which our user would be looking for and based on those keywords we'll be able to recognize what type of content our audience wants. Well, there are 3 types of query generally search by the users on the internet.

- **INFORMATIVE QUERIES**

In informative queries, people search in Google for a particular subject. It can be a topic, theme, and thesis. For example, people might search for "how to do SEO".

Well, People aren't searching for any shopping website or product they are searching for particular information regarding their queries.

- **NAVIGATIONAL QUERIES**

In navigational queries, people search in a search engine for a special kind of content by review their choices. For example, "What is the best software for video editing?"

However, many sites may include links to purchase, but websites aren't pressurizing the users to buy. "Facebook" and "YouTube" are the well-known name for navigational queries.

- **TRANSACTIONAL QUERIES**

As I'm using the term transactional, you guys must have a question in your mind– **is it something regarding banking transaction?**

Well, yes. So if you have the credit card in your pocket, be ready to purchase the products. Suppose if you search for "Where can I buy shoes?" That means we are ready to pay for the product.

For example, online shopping websites selling their products that people want to buy. This kind of websites doesn't contain any information regarding blogs.

Now, I hope you guys understand these 3 types of queries. You can optimize your content for better ranking of a website using these 3 queries.

## **What is Keyword Density ?**

Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. In the context of search engine optimization, keyword density can be used to determine whether a web page is relevant to a specified keyword or keyword phrase.

## **How do you calculate keyword density?**

To calculate keyword density in its simplest form, you divide the number of times that you have used a specific keyword by the total number of words in the text that you are analyzing and multiply the result by one hundred to achieve your percentage.

Keyword Density checker tools:

<http://tools.seobook.com/general/keyword-density/>

# What Is Keyword Proximity?

Keyword Proximity Refers To Closeness Of Keywords. Your Keywords Should Be Close To Each Other In Content Of Web Page. Many People Don't Know About Keywords. They Generally Treats Key Phrases As A Keyword. Usually We Do Not Target Keyword.

For Example: This Post Is Related To "Keyword Proximity". The Word "Keyword Proximity" Is Not A Key Word. It Is A Key Phrase. Here "Keyword" Is A One Keyword And "Proximity" Is Another Keyword.

To Make Proximity Higher You Should Use Both Keywords In You Content.

Example Of "Keyword Proximity": Keeping Your Keywords Close To Each Other Helps To Increase Proximity. Here You Can See That I Am Using Keyword (Actually Key Phrase) "Keyword Proximity" In Isolated Form. Distance Between "Keyword" And "Proximity" Should Be Less To Make Proximity Higher. Using Your Keywords Again And Again In Content Is Not A Good Practice. It Is Called "Keyword Stuffing". That's Why We Should Use Main Keyword In Its Original Form And In Isolated Form Too.

Keyword Proximity In SEO Refers To How Close Together Keywords Are To One Another, Or To Another Element On The Website. There Is A Real Art To Nailing Down Keyword Proximity Within A Body Of Text. The Goal Really Isn't To Have All Of Your Keywords Within A Close Proximity, But It Definitely Is Something To Consider. One Common Piece Of Advice You Will Find Is That The Closer Your Key Phrase Is Together Within A Piece Of Content, The More Relevant That Page Might Be Googlebot For That Particular Keyword Or Key Phrase.

Keyword Proximity: In Given Below Example We Illustrate The Difference Between A Close Keyword Proximity, And A Far Keyword Proximity	
Close Proximity	Our Company Provides Some Of The Best <b>IPhone Cases</b> In India
Far Proximity	We Provide The Some Best Phone <b>Cases</b> In India ,For Manufactures Such As <b>IPhone</b> ,Android & More...



# LSI Keywords Simple Yet Very Powerful:

## *What Are LSI Keywords?*

This is just a SEO term for related, similar or synonyms words. Before this term has come into picture the only thing to determine relevancy of article was keyword density. Which means if your post is about “abc” and you have used it 10 times throughout the article than your competitor needs to use it 11 time to beat your position in Google search, but let me ask you, is it fair?? Same Thing applies for search engine, instead of taking high keyword density into consideration, search engine bot looks for related keywords (Latent semantic indexing keywords) throughout the article. It doesn't mean that we shouldn't maintain keyword density for target keyword in our article, but over optimization can cause issues. I usually keep it between 1- 3 %.

LSI makes a lot of sense too. **For example** - Search engine discovers a page with the word “Apple” on it, how does it differentiate whether the Apple is a fruit, Apple is a brand or Apple is name of any pet? It uses Latent semantic indexing keywords, if there are words like fruit, taste, flavor in the article then it would be easy for search engine to determine that the article is all about the “Apple fruit”. Hence in this example fruit, taste and flavor can be termed as LSI keywords for keyword “Apple”.

## *LSI And SEO*

Search engines like Google are always looking for a relevant most content for a particular search query. It's really a tough task for a search engine to determine what the content is all about, it uses LSI terms to judge the relevancy of an article or a webpage. For our understanding we can say that using them increases the ranking in search engine but the actual process is much more complex and difficult to comprehend.

Let's not divert from the point, we were talking about the kind of words or terms it expects in the content (The use of LSI keywords are not only limited to content it has few other useful usage, which can skyrocket your ranking, more on it in the next section)

**let's say:** the particular content is about “on page SEO” so the following terms can be found in the content. You can call them LSI keywords for main keyword On page SEO

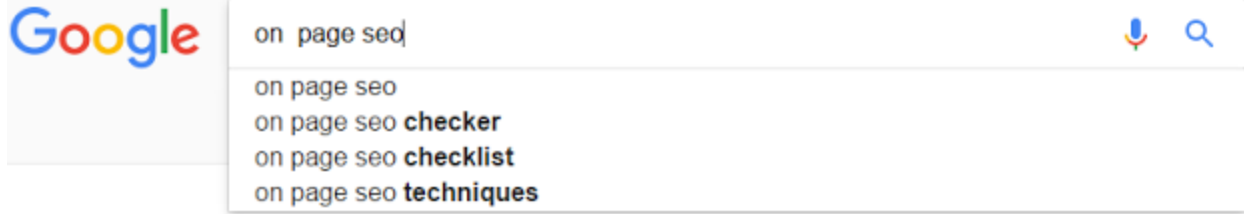
- on page optimization
- on page seo factors
- off page seo techniques
- on page seo techniques
- on page seo checklist

## *Research: How To Find LSI Keywords?*

### *LSI Keywords Tools*

1) Google search -

**Note:** In the images below, you would find that the watermark text is: easysteps2buildwebsite.com, it is because when this post was published back in 2012, the site name was easysteps2buildwebsite.com, it has been changed to beginnersbook.com since 2013.



As you can see, one of the best and free tool to find LSI is the Google search itself. When you write a key term in search query field, it automatically fetches and shows the keywords related to the particular query.

Same can be viewed in the search results -

to improve your on page seo.

### Searches related to on page seo

- off page seo
- on page seo **checklist**
- on page seo **techniques**
- on page seo **tutorial**
- on page seo **factors**
- on page seo **activities**
- on page seo **definition**
- off page seo **factors**



# Where to use LSI?

## Use of Related Keywords (LSI) for On Page SEO

Place to use:

1. In content, title, heading, highlighted words (As per the need and stay away from over optimization).
2. Can be used as an anchor text while interlinking to a particular post/page - Use the LSI keywords to vary things rather than using the same anchor text over and over again.
3. Can also be used as external links anchor text.

Latent semantic indexing keywords became one of the Google ranking factors because, to Google it looks much more natural to use related keywords instead of repeating the same keyword over and over again.

Keyword stuffing, or repeating the same keyword over and over on your page in order to rank well doesn't work, like it used to work before. It can actually get you in trouble these days because it looks manipulative, fake and spammy.

Using latent semantic indexing keywords for on page SEO is quite simple. I already carried out it here. My target keyword for this post is LSI Keywords. **I have used it in important places like title, headings and meta description.** I have used related terms like Latent Semantic Indexing, link building, on page SEO and search engine. Even word "related keywords" is a related keyword.

## Use of Related Keywords (LSI) for Off Page SEO

While building backlinks, Mix up your anchors. Use Latent semantic indexing keywords as well as your target keyword in anchor text.

Use LSI keywords while commenting on other blogs of same niche, through it's hard because most of the blogs doesn't allow keywords in name field. Better option is to go for comment Luv enabled blogs, which can give you a quality dofollow link.

Before winding up the post, I just want to share few tips, which works even after Panda and Penguin.

- Don't build thousands of links overnight, instead try to build few quality backlinks daily. It will be good for SEO, which can help you to achieve good page rank. At the same time help you to rank better for the particular keyword used in anchor.
- Write a quality content and use related keywords throughout the article.
- Use Target keyword in title, Header tags and in meta description.
- Maintain a keyword density of 1-3% for focus keyword and try to do the same for other related keywords.
- Build Good connection with other bloggers, by giving few quality comments on their articles.

## 2.1 WHAT IS SEO ?



Search Engine Optimization is the process of improving the visibility of a website on organic ("natural" or un-paid) search engine result pages (SERPs), by incorporating search engine friendly elements into a website.

A successful search engine optimization campaign will have, as part of the improvements, carefully select, relevant, keywords which the on-page optimization will be designed to make prominent for search engine algorithms.

Search engine optimization is broken down into two basic areas:

- ( 1) on-page, and
- ( 2) off-page optimization.

## 2.2 ON Page:

It is process to optimize your website page title, page description, page heading , page content according to search engine rules and guidelines to make your website user friendly as well as search engine friendly .

(a) On-page optimization refers to website elements which comprise a web page, such as HTML code, textual content, and images.

(b) On Page SEO is the Science of optimizing the contents of a website such that it becomes friendlier to the search engines.

This technique includes the optimization of texts,images,tags,Url structure,internal links ,external links,headers etc.

The most important On-Page SEO tips are:

- Having optimized titles and descriptions
- Proper URL Structures
- User friendly navigation (breadcrumbs, user sitemaps)
- Optimized internal links
- Text Formatting (use of h1,h2,bold etc)
- Image optimization (image size, proper image names, use of ALT tag)
- User friendly 404 pages
- Fast loading pages
- Mobile Friendly pages
- Top quality fresh content (This is always the most important SEO factor!)
- External links (no broken links or links to 'bad' sites)

## 2.3 OFF Page:

Off-page optimization refers, predominantly, to backlinks (links pointing to the site which is being optimized, from other relevant websites).

Unlike On- page SEO, Off-page SEO refers to activities you can perform outside the boundaries of your website. The most important are:

- Link Building
- Social Media Marketing
- Social bookmarking
- Article Submission
- Blog posting
- Local listing on Google My business and website like popular website justdail, sulekha , indiamart, 99acres,magicbricks

### What Are The Benefits Of 'Off-Site SEO' To Website Owners?

A successful off-site SEO strategy will generate the following benefits to website owners:

**Increase in rankings** – The website will rank higher in the SERPs and this also means more traffic.

**Increase in PageRank** – Page rank is a number between 0 and 10 which indicates the importance of a website in the eyes of Google. It is the system invented by Larry Page and Sergey Brin (Google founders) and one of the reasons that Google was so successful in showing the most relevant results to the searcher. Page rank today is only one out of the 250 factors that Google is using to rank websites.

**More exposure** – Higher rankings also means greater exposure because when a website ranks in the top positions: it gets more links, more visits and more social media mentions. It's like a never ending sequence of events where one thing leads to another and then to another etc.

## 2.4 On page SEO in Details:

Html Structure is divided into two parts :

Part One is `<head> </head>` section.

Part Two is `<body> </body>` section.

See Following Html Structure:

```
<html>
```

```
<head>
```

(It contains Page Title & search Engine title ,Search Engine Meta Description & Meta keywords & Other Meta Tags)

```
</head>
```

```
<body>
```

(It contains content which may be text ,images ,videos)

```
</body>
```

```
</html>
```

Now Start to Understand one by one html tags which are used in website On Page optimization .

## Page Title tag:

### HTML Title Tag Length

There are no hard and fast rules regarding the length of title and meta description tags. However the recommended length of title is somewhere between **65 to 70 characters including spaces**, because more than this likely to be truncated in the search results. So try to keep the title length to **65 characters** including spaces for best possible rendering. You can go up to 69 characters in total, but try not to exceed this.

**Tips:- start with your main keyword**

HTML CODE FORMAT :

```
<title> keyword text </title>
```

### Search Engine Meta Title Tag:

try to keep the title length to **69 characters** including spaces for best possible rendering. You can go up to 70 characters in total, but try not to exceed this.

HTML CODE FORMAT :

```
<meta name=title name=" " />
```

### (2)Search Engine Meta Description Tag Length

The suggested length of meta description is somewhere between 155 to 160 characters including spaces. You can even use fewer characters and it works great if your descriptions looks appealing and read better but don't try to create lengthy descriptions or description with more than 160 characters.

HTML lets you specify metadata - additional important information about a DOCUMENT in a variety of ways. The META elements can be used to include name/value pairs describing properties of the HTML document, such as author, expiry date, a list of keyword, document author etc.



The **<meta>** tag is used to provide such additional information. This tag is an empty element and so does not have a closing tag but it carries information within its attributes.

You can include one or more meta tags in your document based on what information you want to keep in your document but in general, meta tags do not impact physical appearance of the document so from appearance point of view, it does not matter if you include them or not.

HTML CODE FORMAT:

```
<meta name="description" content="" />
```

**Tips:- write description which show your customers benefits to attract them with your targeted keywords.**

### (3)Meta Keywords

## What is a meta keyword ?

Meta keywords are no longer used by Google or Bing to determine a site's ranking (relevance), so don't overthink meta keywords. Smaller search engines still might use them in their algorithm, so we recommend adding them anyway. They are invisible to site visitors both on your site on in the search engines.

## How to create meta keywords

**The meta keywords should follow these guidelines:**

- The meta keywords should be the same as the tags you're using in the article. The image below shows that I'm using the article's tags as its meta keywords.
- Separate the keywords with commas.
- Protip: While beneficial to add to your website pages and blog posts, meta keywords don't hold as much weight as they once did for on-page SEO

HTML CODE FORMAT:

```
<meta name="keywords" content="" />
```

Example for meta tags & title we keep it in the <head> --- </head> :

```
<!DOCTYPE html>

<html>

<head>

<title>Meta Tags Example</title>

<meta name="keywords" content="HTML, Meta Tags, Metadata" />

<meta name="description" content="Learning about Meta
Tags." />

</head>

<body>

<p>Hello HTML5!</p>

</body>

</html>
```

#### (4) The Alt Tag/Attribute inside image **<img>** tag :

It's ok if you don't know what an Alt tag is, let me explain.

The **alt attribute** is part of the image HTML tag.

Here is an example:

HTML CODE FORMAT:

```

```

#### (5) Internal Links USING **<A Href=" ">** Tag:

Internal Links are hyperlinks that point at (target) the same domain as the domain that the link exists on (source). In layman's terms, an internal link is one that points to another page on the same website.

HTML Code Sample

```
<a href="http://www.same-domain.com/" title="Keyword Text">Keyword Text</a>
```

Optimal Format

Use descriptive keywords in anchor text that give a sense of the topic or keywords the source page is trying to target.

## What Is An Internal Link?

Internal links are links that go from one page on a [domain](#) to a different page on the same domain. They are commonly used in main navigation.

These type of links are useful for three reasons:

- They allow users to navigate a website.
- They help establish information hierarchy for the given website.
- They help spread link juice (ranking power) around websites.

## Anchor Text

Anchor Text is the visible, clickable text in a hyperlink. In modern browsers, it is often blue and underlined, such as [this link to the seotricks homepage](#)

### HTML Code Sample

```
<a href="http://www.example.com">Example Anchor Text</a>
```

### Optimal Format

SEO-friendly anchor text is succinct and relevant to the target page.

## What Is Anchor Text?

Anchor text is the visible characters and words that hyperlinks display when linking to another document or location on the web. In the phrase "[CNN](#) is a good source of news, but I actually prefer the [BBC's take on events](#)," two unique pieces of anchor text exist for two different links: "CNN" is the anchor text pointing to <http://www.cnn.com/>, while "the BBC's take on events" points to <http://news.bbc.co.uk>.

Search engines use this text to help determine the subject matter of the linked-to document. In the example above, the links would tell the search engine that when users search for "CNN", Moz.com thinks that <http://www.cnn.com/> is a relevant site for the term "CNN" and that <http://www.bbc.co.uk> is relevant to "the BBC's take on events." If many sites think that a particular page is relevant for a given set of terms, that page can manage to rank well even if the terms NEVER appear in the text itself.

`<a href="http://www.jonwye.com">Jon Wye's Custom Designed Belts</a>`

start of link tag      link referral location      visible/anchor text of link      closure of link tag

## (6) External Links

External Links are hyperlinks that point at (target) any domain other than the domain the link exists on (source).

In layman's terms, if another website links to you, this is considered an external link to your site. Similarly, if you link out to another website, this is also considered an external link.

### Code Sample

```
<a href="http://www.external-domain-example.com/" title="KEYWORD text">Link Anchor Text</a>
```

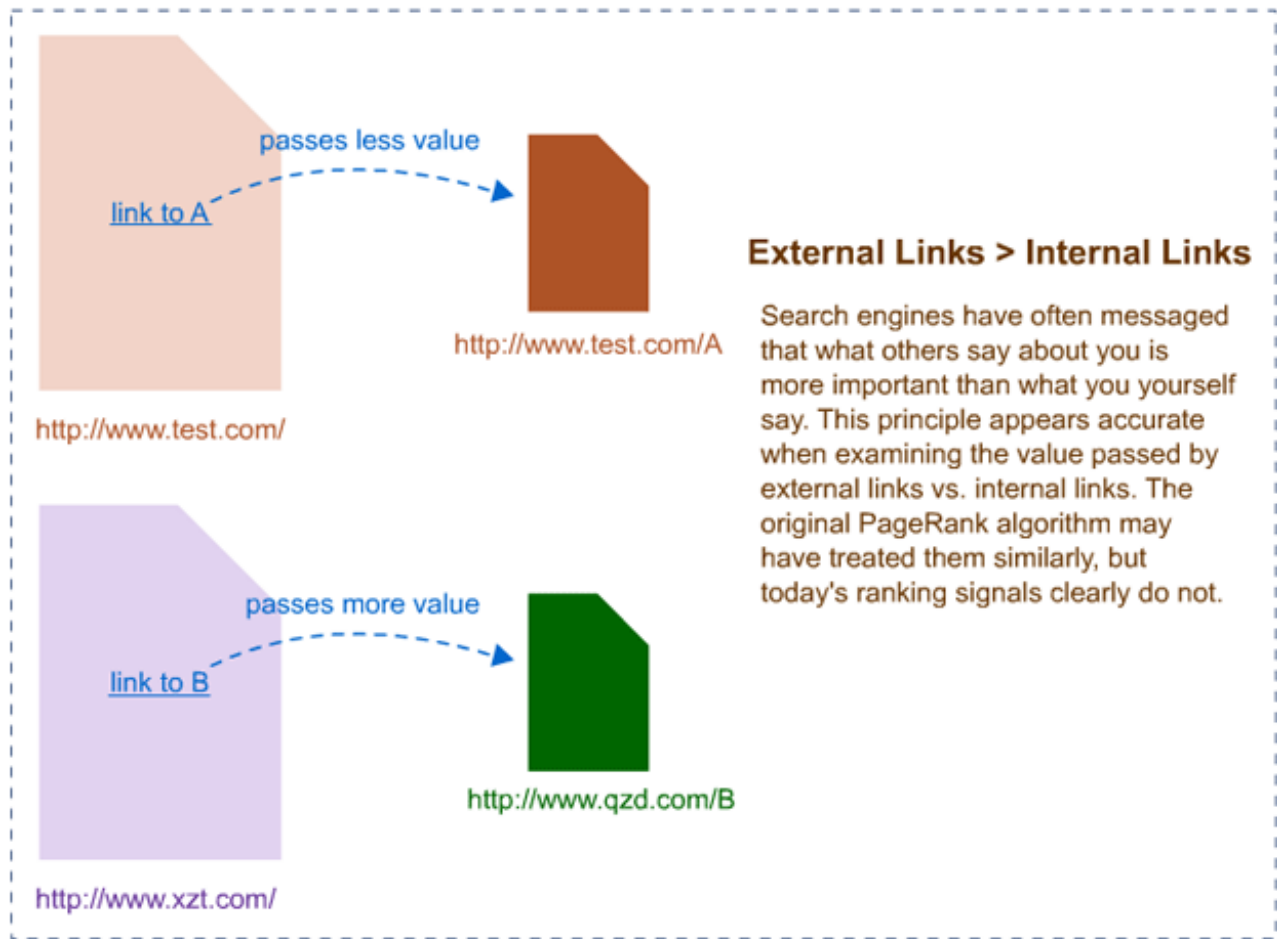
### Optimal Format

Use descriptive keywords in anchor text that reflect the same topic or keywords the target page is trying to target. It's not necessary to use the same keyword text every time—in fact, doing so can trigger spam detectors. Instead, strive for a variety of anchor text that enhances context and usability for your users—and for search engines, as well.

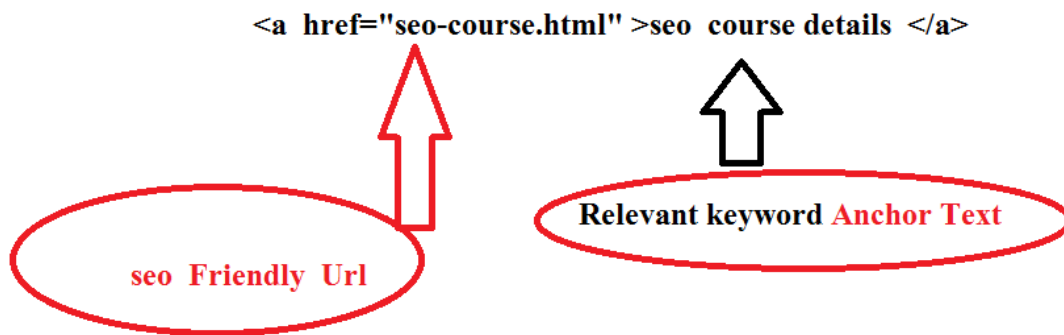
## What Is An External Link?

An external link is a link that points at an external domain.

- [Top SEOs believe](#) that external links are the most important source of ranking power.
- External links pass "link juice" (ranking power) differently than [internal links](#) because the search engines consider them as third-party votes.
- Top SEOs don't believe that the "title" link attribute is used for rankings purposes.



Conclusion for internal & External links:



## (7) URL STRUCTURE Of A Website For SEO :

### (a) RELEVANT FILENAMES :

One of the simplest methods to improve your search engine optimization is to look at the way you name your files. Before writing this tutorial, we did a lot of research on filenames and found that search engines like Google give too much importance to

filenames. You should think what you want to put in your web page and then give a relevant file name to this page.

Just try giving any keyword in Google search engine and you will find file names highlighted with the keyword you have given. It proves that your file name should have appropriate keywords.

## File Naming Style

- The filename should preferably be short and descriptive.
- It is always good to use same keywords in a filename as well as in page title.
- Do not use filenames such as *service.htm* or *job.htm* as they are generic. Use actual service name in your file name such as *computer-repairing.htm*, which is more specific.
- Do not use more than 3–4 words in file names.
- Separate the keywords with hyphens rather than underscores.
- Try to use 2 keywords if possible.

## File Name Example

Listed below are some filenames which would be ideal from the users' point of view as well as SEO.

slazenger-brand-balls.html

wimbledon-brand-balls.html

wilson-brand-balls.html

Notice that the keywords are separated by hyphens rather than underscores. Google sees good filenames as follows:

seo-relevant-filename as seo relevant filename(good) **SEO**

**(8)URL Sub-Directory Name :**

From Search Engine Optimization point of view, URL sub-directory name hardly matters. You can try giving any keyword in any search, and you will not find any sub-directory name matching with your keywords. But from the user's point of view, you should keep an abbreviated sub-directory name.

## Guru Mantra:

Keep the following points in mind before naming your files:

- Keep the web page filename short, simple, descriptive, and relevant to the page content.
- Try to use a maximum of 3-4 keywords in your filename, and these keywords should appear on your web page title as well.
- Separate all keywords with hyphen rather than with underscore.
- Keep your sub-directories name as short as possible.
- Restrict the file size to less than 101K because Google chops almost everything above that.

For example:

**for example :**

<http://www.seotricksforwebsite.blogspot.com/mumbai/seo-course.html>

## 2.5 On page SEO TIPS ENHANCE YOUR GOOGLE RANKING

### 1. Use SEO-Friendly URLs

[Google has stated](#) that the first 3-5 words in a URL are given more weight.

So make your URLs short and sweet.

And always include your target keyword in your URL.

In other words:

Avoid ugly URLs: yourwebsite.com/p=123

Or long URLs: [yourwebsite.com/8/6/16/cat=SEO/on-page-seo-is-so-amazing-omg-its-the-best](http://yourwebsite.com/8/6/16/cat=SEO/on-page-seo-is-so-amazing-omg-its-the-best)

Use this kind of **SEO FRIENDLY URL** :

<http://www.website.com/on-page-seo.html>

(Note :here our topic is on page seo so we will give name of our file "on-page-seo.html" always separate your keyword using hyphen (-).

The infographic is divided into two main sections. The left section, titled 'Start Title Tag with Your Keyword', explains that the title tag is the most important on-page SEO factor and that keywords closer to the beginning of the title tag have more weight. It also suggests adding modifiers like '2016', 'best', 'guide', and 'review' to target long-tail keywords. The right section, titled 'Leverage SEO-Friendly URLs', advises against ugly URLs like 'www.yourwebsite.com/2017/articles/' and recommends short, keyword-rich URLs like 'www.yourwebsite.com/your-keyword'. It cites an industry study showing that shorter URLs rank better in Google. At the bottom, a 'Add New Post' section shows a post titled 'On-Page SEO Guide: Anatomy of a...' with the URL 'www.yourwebsite.com/on-page-seo'. Blue arrows connect the text in the left section to the 'Add New Post' section, and the text in the right section to the same 'Add New Post' section.

## 2. Start Title With Keyword

Your title tag is the most important on-page SEO factor.

In general, the closer the keyword is to the beginning of the title tag, the more weight it has with search engines.

You don't always need to start your title tag with your target keyword. But if there's a keyword that you're gunning for, try to put it towards the beginning of your title.



## Add Modifiers to your Title

Adding modifiers like “2016”, “best”, “guide”, & “review” help you rank for long tail versions of your target keyword.

## Add New Post

On-Page SEO Guide: Anatomy of a...

[www.yourwebsite.com/on-page-seo](http://www.yourwebsite.com/on-page-seo)

## HTML CODE FORMAT FOR PAGE TITLE :

### Format:

`<title> put your title with keyword </title>`

`<title> on page seo guide </title>`

### 3. Add Modifiers To Your Title

Using modifiers like “2016”, “best”, “guide”, and “review” can help you rank for long tail versions of your target keyword.

## Add Modifiers to your Title

Adding modifiers like “2016”, “best”, “guide”, & “review” help you rank for long tail versions of your target keyword.

## Add New Post

On-Page SEO Guide: Anatomy of a...

[www.yourwebsite.com/on-page-seo](http://www.yourwebsite.com/on-page-seo)

### 4. Wrap Your Blog Post Title in an H1 Tag

The H1 tag is your “headline tag”. Most CMS’s (like [WordPress](https://wordpress.org/)) automatically add the H1 tag to your blog post title. If that’s the case, you’re all set.

But some themes override this setting. Check your site’s code to make sure your title gets the H1 love it deserves.

I used to assume that WordPress hooked up my post titles with H1 tags...until I actually looked at my site’s code.

Then I realized that WordPress themes sometimes use H1 tags to increase text size. As an example, my email opt-in area used to be wrapped in an H1 tag:

It's worth checking out your site's code to make sure you only have one H1 tag per page. And that H1 tag should contain your target keyword.

The image shows a CMS editor interface. On the left, there are two instructional panels. The top panel is titled "Wrap your Title in an <h1> Tag" and explains that the H1 tag is the "headline tag" and that most CMS's automatically add it to the blog post title. It advises to "Check your site's code to make sure your title gets the H1 love it deserves." The bottom panel is titled "Dazzle with Multimedia" and states that "Engaging images, videos and diagrams can reduce bounce rate and increase time on site: two critical user interaction". On the right, the editor shows a rich text field with the H1 tag code: `<H1>On-Page SEO Guide: Anatomy of a Perfectly Optimized Page</H1>`. Below the code is a colorful illustration of a red robot with blue eyes, a white antenna, and various mechanical details like gears, lightning bolts, and a gauge. The editor's toolbar at the top includes "Add Media", bold (B), italic (I), text color (ABC), bulleted list, numbered list, quote, link, and unlink icons.

HTML CODE FORMAT:

`<h1>` put your heading with your Main focus keyword with modifiers like guide ,review etc. `</h1>`

`<h1>` On Page Seo Guide `</h1>`

## 5. Dazzle with Multimedia :

Text can only take your content so far. Engaging images, videos and diagrams can reduce bounce rate and increase time on site: two critical user interaction ranking factors.

You probably notice that I use a lot of images, diagrams, and screenshots here at Backlinko.

That's because I firmly believe that it makes my content straight up better.

But it has a nice SEO benefit to boot: multimedia helps you boost those user-interaction signals that Google has been paying more attention to. And it increases the perceived value of your content –which means that people are more likely to link to it.



## 6. Wrap Subheadings in H2 Tags

Include your target keyword in at least once subheading...and wrap it in an H2 tag.

This definitely won't make or break your on-page SEO efforts. But my tests have shown me that wrapping your target keyword in an H2 tag can make a dent.

Here's an example of this strategy in action (target keyword="SEO strategy"):

## Wrap Subheadings in H2 Tags

Include your target keyword in at least one subheading... and wrap it in an H2 tag.

`<H2> The Keys to On-Page SEO </H2>`

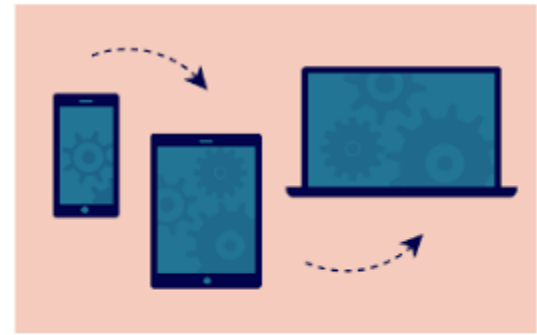
## Drop Your Keyword in First 100 Words

Your keyword should appear in the first 100 words of the article.

**GUIDE**

## Responsive Design

Google started penalizing mobile unfriendly sites in 2015. And they're likely to crack down even more in the future. If you want to make your site mobile-friendly, I recommend Responsive Design.



### HTML CODE FORMAT :

`<h2>` Put your subheading relevant to your main focus topic & keyword `</h2>`

### example:

`<h2>`The keys to On page Seo `</h2>`

### 7. Drop Keyword in First 100 Words

Your keyword should appear in the first 100-150 words of your article.

This is something that you probably do naturally.

But a lot of people start their posts off with a long, meandering intro...and use their keyword for the first time MUCH later.

Instead, drop your keyword somewhere in the first 100 words or so. This helps Google understand what your page is all about.

## Drop Your Keyword in First 100 Words

Your keyword should appear in the **first 100 words** of the article.



SEO PRO  
**GUIDE**

### For example:

<p>

To understand what is On Page SEO really means, let's break that sentence down and look at the parts.

</p>

## 8. Use Responsive Design

Google started penalizing mobile unfriendly sites [in 2015](#). And they're likely crack down even more in the future. If you want to make your site mobile-friendly, I recommend Responsive Design.

I'd be surprised if your site isn't mobile-friendly yet. But if it isn't, maybe the incentive of more search engine traffic will push you to take the leap.

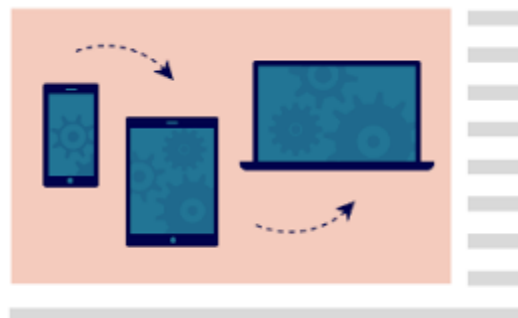
And if you're going to make your site mobile-friendly, I HIGHLY recommend responsive design. In my opinion, it's ideal for user experience. [Plus Google prefers it.](#)

### Responsive Design

Google started penalizing mobile unfriendly sites in 2015.

And they're likely to crack down even more in the future.

If you want to make your site mobile-friendly, I recommend Responsive Design.



**Responsive Web design** is the approach that suggests that **design** and development should respond to the user's behavior and environment based on screen size, platform and orientation. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.

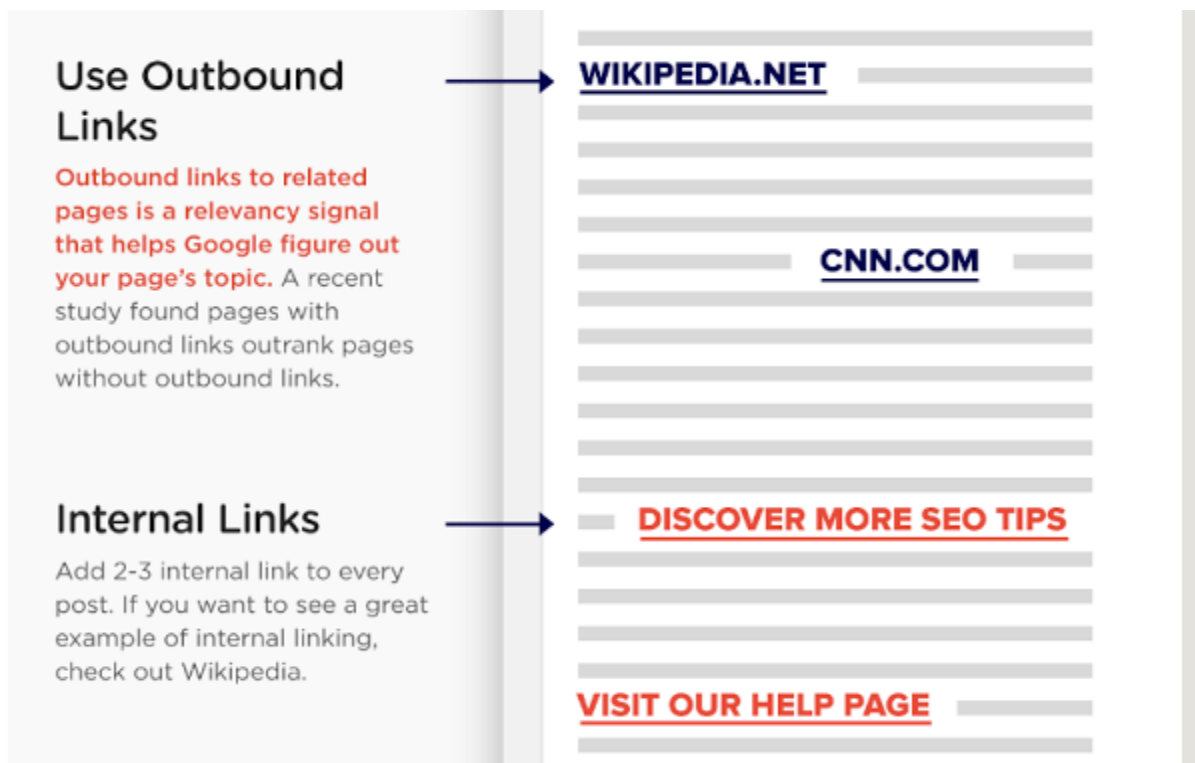
## 9. Use Outbound Links

This is an easy, [white hat SEO](#) strategy to get more traffic.

Outbound links to related pages helps Google figure out your page's topic. It also shows Google that your page is a hub of quality info.

Not linking out might be the #1 on-page SEO mistake that I see people make. I try to use 2-4x outbound links per 1000 words. That's a good rule of thumb for most sites.

Keep in mind that the sites you link out to reflect on you. So make sure to link out to authority sites whenever possible.



html code format for external links:

```
<a href="web address of your file" title="put keyword" > anchor text  
</a>
```

example:

```
<a href="on-page-seo.html" title="on page seo guide" > on page seo  
</a>
```

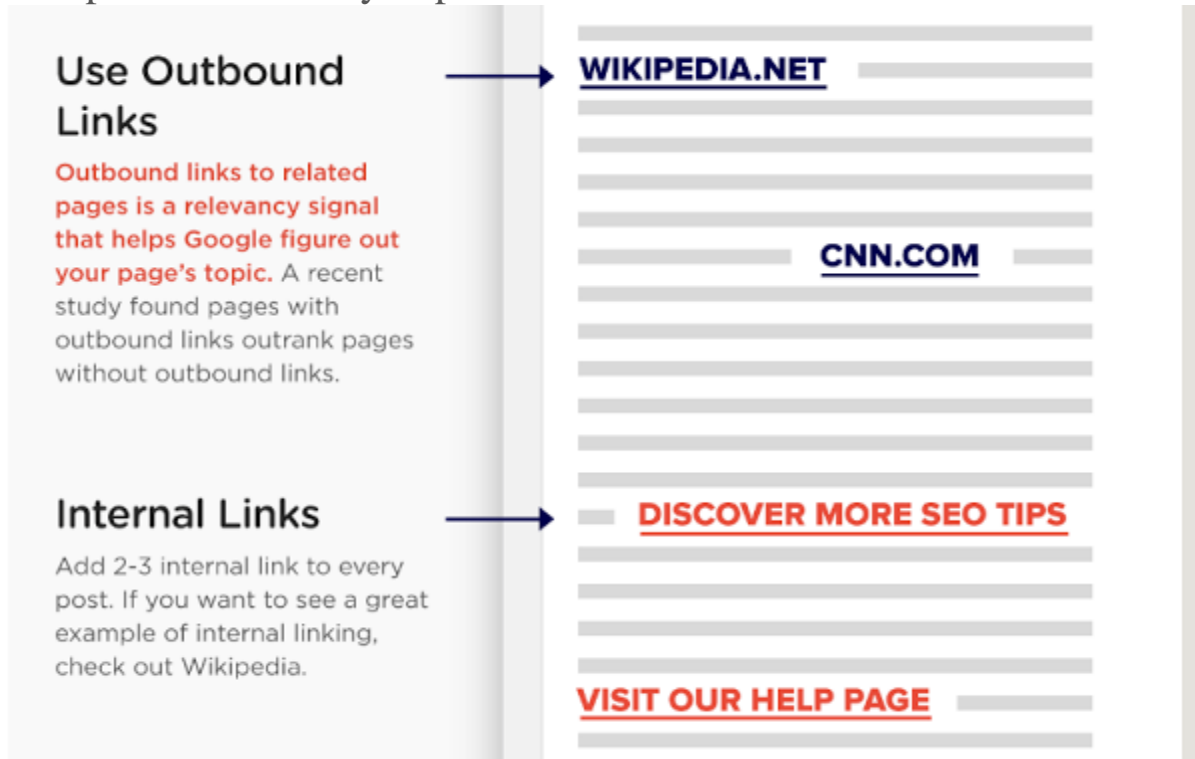
## 10. Use Internal Links

Internal linking is SO money. Use 2-3 in every post.

If you want to see a great example of how to internal link on your site, check out Wikipedia.

They add keyword-rich internal links to every entry:

Obviously, they can get away with 50+ internal links per page because they're Wikipedia. I recommend a simpler (and safer) approach: link to 2-5 older posts whenever you publish a new one.



html code format for external links:

```
<a href="web address of your file" title="put keyword" > anchor text  
</a>
```

example:

```
<a href="on-page-seo.html" title="on page seo guide" > on page seo  
</a>
```

## 11. Boost Site Speed

Google has stated [on the record](#) that page loading speed is an SEO ranking signal. You can boost your site speed by using a [CDN](#), compressing images, and switching to faster hosting.



Make sure your site doesn't take more than 4 seconds to load: [MunchWeb](#) found that 75% of users wouldn't re-visit a site that took longer than 4 seconds to load.

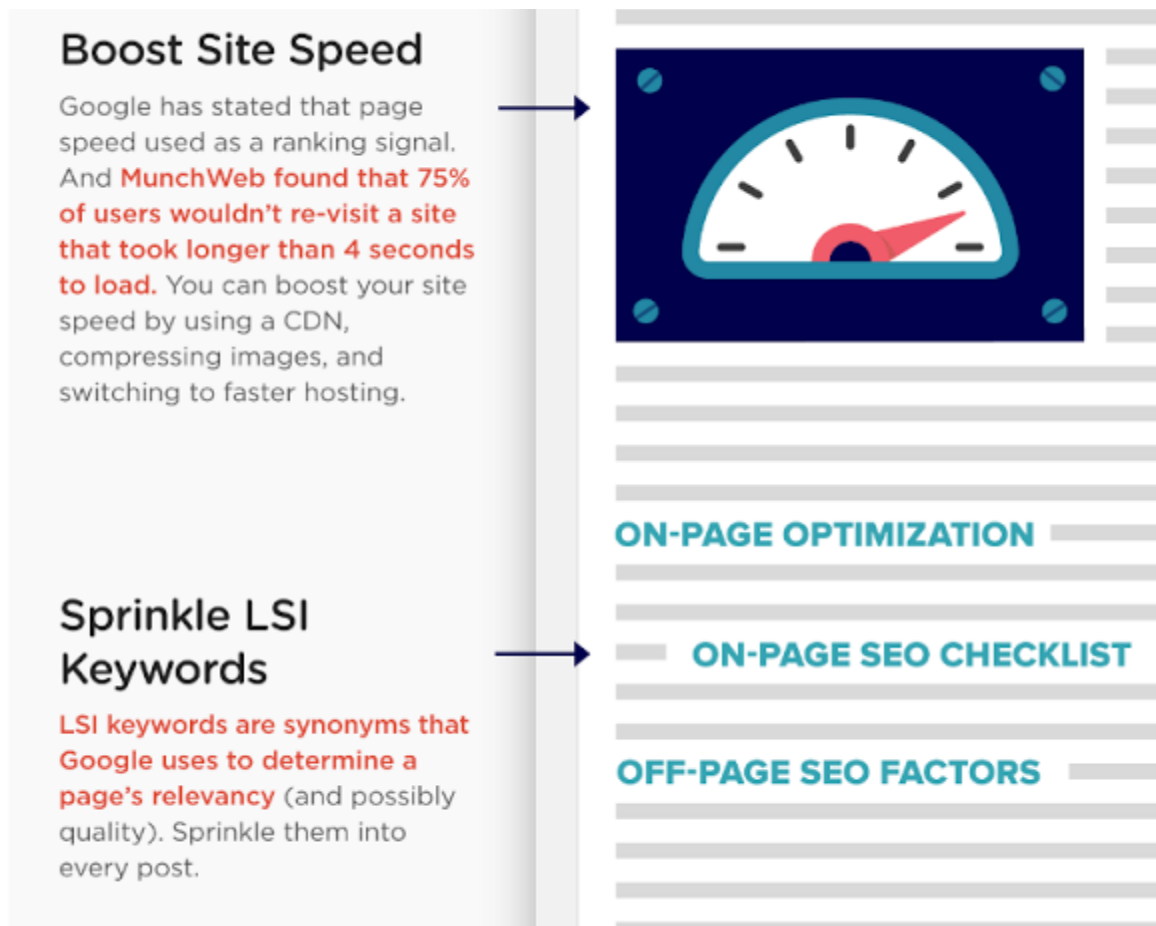
You can easily check your site's loading speed using the excellent [GTMetrix.com](#):

CDNs and cache plugins are nice, but investing in premium hosting is the #1 thing you can do to make your site faster.

\$5/month hosts are decent for the money you're paying. But they don't hook you up with serious speed.

I've literally dropped load times from 6 seconds to less than 2 seconds by switching from a \$5 shared hosting plan to a top-notch host .

From a conversion and SEO standpoint, the ROI of premium hosting can't be beat.



## 12. Sprinkle LSI Keywords

[LSI](#) keywords are synonyms that Google uses to determine a page's relevancy (and possibly quality). Sprinkle them into every post.

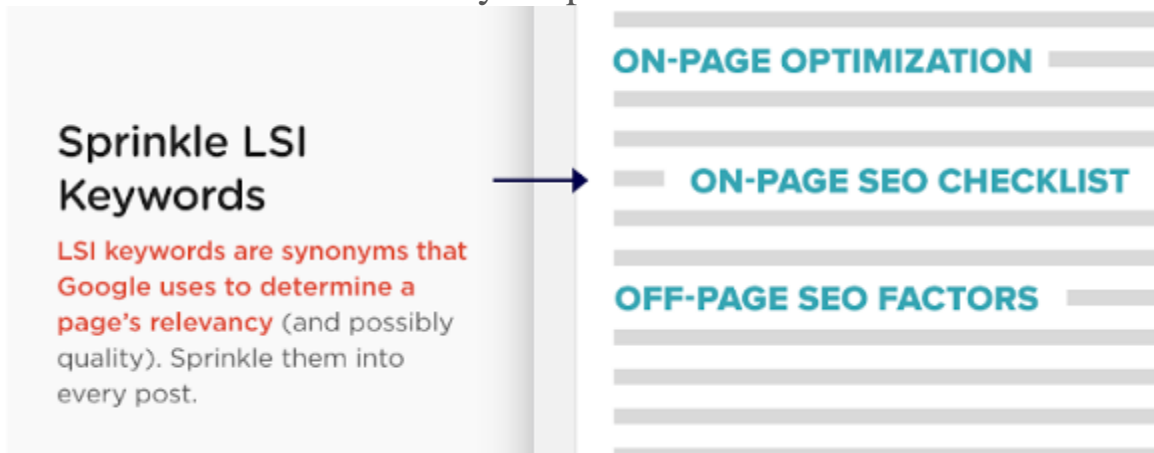


I don't go nuts about LSI keywords because I usually write REALLY long content.

(Long content increases the odds that you'll naturally use LSI keywords).

But if you want to make 100% sure that you're using LSI keywords, search for your keyword in Google and scroll down to the "Searches Related to..." area at the bottom of the page:

Toss one or two of these into your post.



#### Searches related to on page seo

- [off page seo](#)
- [on page seo factors](#)
- [on page seo checklist](#)
- [on page seo definition](#)
- [on page seo techniques](#)
- [on page seo checklist 2016](#)
- [on page seo tutorial](#)
- [off page seo factors](#)



● Goregaon East, Mumbai, Maharashtra - From your search history - Use precise location - Learn more

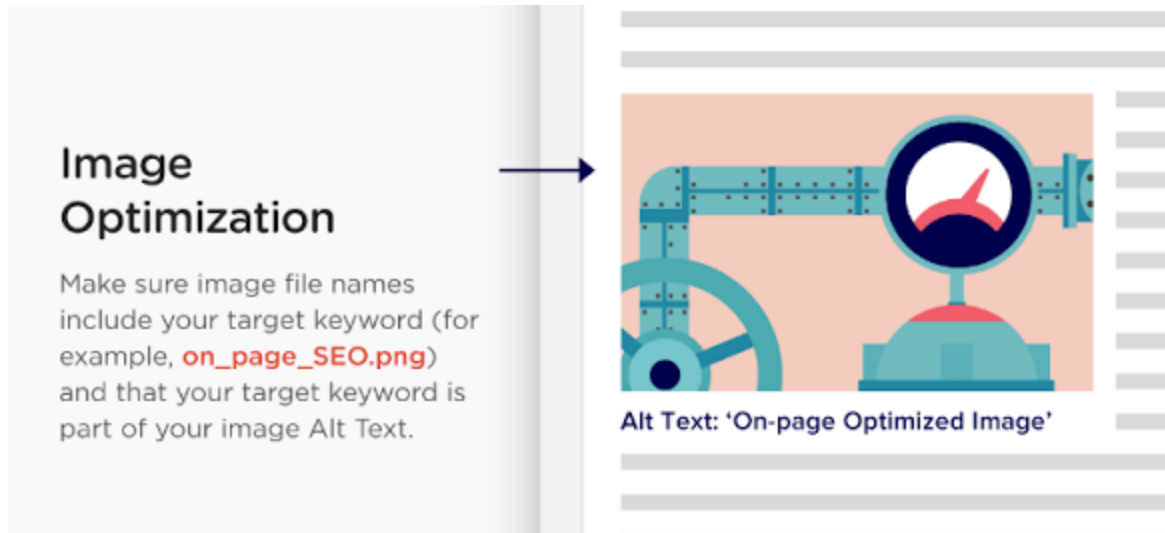
[Help](#) [Send feedback](#) [Privacy](#) [Terms](#)

### 13. Image Optimization

Make sure at least one image file name includes your target keyword (for example, on\_page\_SEO.png) and that your target keyword is part of your image Alt Text.

Another reason to optimize your images for SEO: it gives search engines another clue of what your page is about...which can help it rank in organic search.

When Google sees images with alt text “blue widgets” and “green widgets” it tells them: “this page is about widgets”.



#### **HTML CODE format :**

```

```

example:

```

```

#### **14. Use Social Sharing Buttons**

Social signals may not play [a direct role](#) in ranking your site. But social shares generate more eyeballs on your content.

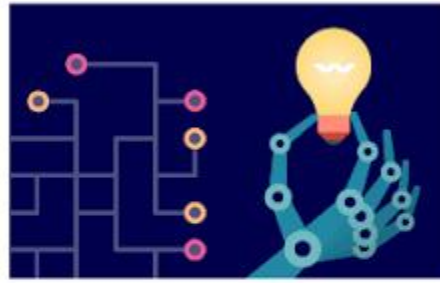
And the more eyeballs you get, the more likely someone is to link to you. So don't be shy about placing social sharing buttons prominently on your site.

In fact, a study by [BrightEdge](#) found that prominent social sharing buttons can increase social sharing by 700%.

Social signals aren't an important part of the Google algorithm. But social shares on sites like Facebook, Twitter and Google+ may give you an indirect rankings boost.

## Use Social Sharing Buttons

Social signals may not play a direct role in ranking your site. But social shares generate more eyeballs on your content. And the more eyeballs you get, the more likely someone is to link. **A study by BrightEdge found that prominent social sharing buttons can increase social sharing by 700%.**



Word count: 1,890

## Post Long Content

The SEO adage “length is strength” was supported by a Backlinko industry study which found that **longer content tends to rank significantly higher** on Google’s first page.

## Boost Dwell Time

If someone hits their back button immediately after landing on your page, it’s a sign of a low quality page. That’s why Google uses “dwell time” to size up your content’s quality. **Increase your average dwell time by writing long, engaging content that**

## 15. Post Long Content

The SEO adage “length is strength” was supported by [our industry study](#) which found that longer content tends to rank significantly higher on Google’s first page.

Aim for at least 1900 words for every piece of content that you publish. As a rule, I make sure all of my articles have 1000+ words of meaty, useful content.

Longer content helps you rank better for your target keyword and brings in more long tail traffic...a win-win!

## 16. Boost Dwell Time

If someone hits their back button immediately after landing on a page, it tells Google in black-and-white: this is low quality page.

That's why Google uses "dwell time" to size up your content's quality.

Increase your average dwell time by writing long, engaging content that keeps people reading.

## Use Social Sharing Buttons

Social signals may not play a direct role in ranking your site. But social shares generate more eyeballs on your content. And the more eyeballs you get, the more likely someone is to link. **A study by BrightEdge found that prominent social sharing buttons can increase social sharing by 700%.**



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## 2.6 OFF PAGE SEO IN DETAILS: -

### (1) Link Building :

Link building is the most popular and **effective** off-Page SEO method. Basically by building external links to your website, you are trying to gather as many 'votes' as you can, so that you can bypass your competitors and rank higher.

For example, if someone likes this article and references it from his/her website or blog, then this is like telling search engines that this page has good information.

Over the years webmasters have been trying to build links to their websites to get higher rankings and they 'invented' a number of ways to increase link count. The most popular ways were:

**Blog Directories** – something like yellow pages but each entry had a link pointing to a website.

**Forum Signatures** – Many people were commenting on forums for the sole purpose of getting a link back to their website (they included the links in their signature).

**Comment link** – The same concept as forum signatures where you would comment on some other website or blog in order to get a link back. Even worse, instead of using your real name you could use keywords so instead of writing 'comment by Alex Chris', you wrote 'comment by How to lose weight'.

**Article Directories** – By publishing your articles in article directories you could get a link (or 2) back to your website. Some article directories accepted only unique content while other directories accepted anything from spin articles to already published articles.

**Shared Content Directories** – Websites like hubpages ,linkedin ,medium , wattpad and infobarrel allowed you to publish content and in return you could add a couple of links pointing to your websites.

**Link exchange schemes** – Instead of trying to publish content you could get in touch with other webmasters and exchange links. In other words, I could link your website from mine and you could do the same.

In some cases you could even do more complicated exchanges by doing a 3-way link: I link to your website from my website but you link to my website from a different website.

Notice that I used the past tense to describe all the above methods because not only they do not work today, **you should not even try them.**

If you try to 'trick' search engines by building artificial links, you are more likely to get a **penalty** rather than an increase in rankings (especially when it comes to Google).

### The Birth Of Black Hat SEO :

Link building was an easy way to manipulate the search engine algorithms and many spammers tried to take advantage of this by building link networks which gradually lead to the creation of what is generally known as black hat SEO.

Google has become very intelligent in recognizing black hat techniques and with the introduction of Panda, Penguin and Hummingbird (that's how the Google Algorithm releases are called), they have managed to solve the problem and protect their search engine results from spammers.

Of course there are still exceptions but they are doing advances in every new algorithmic release and soon enough none of these tricks will work.

To “follow” or “nofollow”

In addition to the above and in order to give webmasters a way to link to a website without passing any ‘link juice’ (for example in the case of ads), search engines introduced what is known as the “nofollow” link.

This is a special tag you can add to a link (for example: “<a href=http://www.somesite.com rel=”nofollow”>Some Site</a>”) that tells search engines not to count the particular link as a ‘vote of trust’ to the referenced website.

This was done so that you can link to other websites from yours without taking the risk of being caught for selling or exchanging links.

As a rule of thumb, you should add the nofollow tag on all your external links (within your pages) that go to websites you cannot trust 100%, to ALL your comment links, to ALL your blogroll links and to ALL banner ad links.

## What Is A Good Link?

So, if the above links are not useful, what is a good link?

First, you should understand that link building it’s not only a matter of quantity but it is a matter of quality as well.

In other words, it no longer matters how many links are pointing to your website but it is more important from where these links are coming.

For example, a link from a normal blog does not have the same ‘weight’ as a link from *New York Times* or a link from *Matt Cutts blog* (former head of Google Quality team) is not the same as a link from my blog.

The obvious question is, how to you get these links?

If you ask Google they will tell you that any links pointing to your website has to be natural links. **Natural links** are exactly what their name implies. A website owner or blogger likes another website or blog and naturally adds a link to his/her blog.

### Does this happen in reality or is it another myth?

It certainly does but you have to try really hard to get to this point. Take for example this blog, there are many incoming links because other webmasters find the content interesting and I also link to other sites in my articles because I find their content interesting and want to inform my readers about it.

This is natural link building, a link has more value from the reader’s’ point of view rather than the search engine’s point of view.

The best way to attract links is to publish **link worthy content** that other people would like to link to.

**If natural links are what I have just described above, in which category do all other links belong?**

They belong in the category of artificial links and by adopting such techniques you increase the risk for getting a manual or algorithmic penalty by Google.

### **Is guest blogging a valid way to build links?**

Guest posting can be a valid way to get links back to your website provided that you don't do it just for links and that you don't overdo it. You can read these 2 articles to get a complete picture as to when to accept guest posts on your blog and when to guest post on other blogs.

### **(2)Social Media:**

Social media is part of 'off-site SEO' and if you think about it, it's also a form of link building. It should be noted that almost all of the links you get from social media sites are "nofollow" but this does not mean that they do not have any value.

Social Media mentions are gaining ground as ranking factors and proper configuration of social media profiles can also boost SEO.

### **(3)Social Bookmarking:**

Social bookmarking is not as popular as it used to be in the past but it is still a good way to get traffic to your website. Depending on your niche you can find web sites like reddit.com, stumbleupon.com, scoop.it and delicious.com (to name a few) to promote your content.

**Social bookmarking websites are sites on which Internet users share their web pages, articles, blog posts, images, and videos. There are a number of advantages to submitting your content to one (or more) of these sites.**

## Popular social bookmarking websites

- Twitter.
- **Pinterest.**
- **StumbleUpon.**
- Dribbble.
- Pocket.
- Digg.
- **Reddit.**
- **Slashdot.**
- <https://weheartit.com/>
- <http://scoop.it/>

## The Most Popular Article Submission Sites List

- **Sites.google.com.**
- medium.com
- wattpad.com
- linkedin.com
- livejournal.com
- quora.com
- hubpages.com
- Ezinearticles.com.
- iSnare.com.
- Myarticle.com.
- Articlebiz.com.
- Goarticles.info.
- Storify.com

## Most popular blogging solutions in the world

1. WordPress.com – **Best** for Free **Blogs**
2. Wix.com – **Best** for Small **Websites**
3. Joomla.com
4. Medium.com
5. Ghost.org
6. Squarespace.com.
7. Weebly.com.
8. Blogger.com



## **Share your logo and banner photo on Photo sharing websites:-**

<https://www.photoblog.com/>

<https://postimages.org/>

<https://imageshack.com/>

<https://imgshare.io/>

<https://www.flickr.com/>

<https://imgur.com/>

<https://www.pexels.com/submit-photos/>

## **Share your Videos on Video sharing websites:- Youtube.com:-**

<https://business.facebook.com/creatorstudio/home>

<https://www.twitch.tv/>

<https://www.dailymotion.com/>

IGTV by Instagram

<https://vimeo.com/watch>