
ON PAGE OPTIMIZATION STRATEGY

*The impact of On Page Optimization on the
Search Engines, Cost, Landing Page and
Audience Experience*



On Page Optimization is a method in which various components of a single web page for a given keyword or a phrase starts to get noticed by the search engines is known as On-Page Optimization. At SEO Traffic Spider we believe that On-Page Optimisation is an essential pillar of SEO to gain visibility in the search results without which your time, money and effort on Off-Page Optimization and Paid Promotions would not be effective. Without On Page Optimization of your content, your website will have less chances of gaining authority and you will lead to miss out on traffic. On page optimization is an important component of SEO. We know what we do and we do it well. That is the reason you should sign up for our services.

Here are the Nerdy Spider Techniques that we follow to help you rank better in the search engines. These are:

Character Set Tag

One of the most crucial elements of On Page optimization is Character Set Tag. This tag needs to be correct. The tag depends on what you want from your webpage. The most common used are:

```
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
```

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
```

The advantage of using UTF-8 is it enables you to use extended character set, thereby allowing your webpage to display more foreign characters. However, if you are not accepting foreign characters then you can make use of 8859-1.

This tag should show as the first tag after the <head> tag. In this way you will not allow the browser to choose the character set for you.

CSS - Cascading Style Sheets

Another element that plays a vital role in On Page Optimization is CSS. This file brings about consistency in the formatting of all the web pages of your



website.

By creating a style.css file you can add all your formatting and position it as:
<link href="style.css" rel="stylesheet" type="text/css">

Keywords

Did you know performing keyword research and streamlining each page on your site builds your chances of positioning higher, creating more traffic to your site and drawing in more leads and deals?



The website and site page data will be bound to be important if the website page contains indistinguishable keywords from the search query. If these keywords show up in the headings or in the content the data will be more applicable to the internet searcher crawlers. Using your principle keywords in the initial 100-150 expressions of your content web, search engine crawlers will put more weight on the standing that show right off the bat on your page. You should likewise consider the long tail keywords clients are utilizing.

Nerdy Spider Pro Tip: Keep the keyword density 3%-5%

Meta Title or Page Title

Page title also referred to as the 'title tag' needs to be unique for each page of your website. This tag tells search engines and also the visitors what that particular webpage is all about. The title tag of each page should contain the business/website name followed with important information that relates to the webpage. One must avoid the following:

- Recording a title tag that is not relevant to the information present on the webpage.
- Recording the same title tag across all the pages of the website.
- Recording long title tags.

A decent meta tag can majorly affect the natural CTR of your site page. It is imperative to give your audience a thought regarding what they can



anticipate from your content. In the event that you need audiences to tap on your content, you have to concentrate on creating convincing titles. **Nerdy Spider Pro Tip:** The initial step for enhancing your titles is to concentrate on title labels. Title labels are additionally the primary thing that your audience sees once they enter a search inquiry.

Meta Description

The Meta description tag gives both the search engines and also the visitors who perform a search on the search engine an idea on what the web page is all about. That's why it's important to precisely summarize the content of your webpage. It's always safe to keep the meta description tag within 160 characters (including spaces), as the rest of it gets truncated. One must avoid the following:

```
if ($(window).scrollTop() > header1_initialDistance) {
  if (parseInt(header1.css('padding-top'), 10) > header1_initialDistance) {
    header1.css('padding-top', '' + $(window).scrollTop() - header1_initialDistance);
  } else {
    header1.css('padding-top', '' + header1_initialDistance);
  }
}
if ($(window).scrollTop() > header2_initialDistance) {
  if (parseInt(header2.css('padding-top'), 10) > header2_initialDistance) {
    header2.css('padding-top', '' + $(window).scrollTop() - header2_initialDistance);
  } else {
    header2.css('padding-top', '' + header2_initialDistance);
  }
}
```

- Writing a meta description that is not relevant to the information presented on the webpage.
- Recording the same meta description across all the web pages of the website.
- Recording the meta description with only keywords.

Does your Meta description summarize a page's content? Meta Description ought to sum up a page's substance.

Nerdy Spider Pro Tip: A decent description ought to be motivating, dynamic and actively addressing the customer, don't forget to include a call to action. (Download, Call Now, Sign Up)

URL Structure

It's important to create a URL structure that is friendly to the search engines as this will help in better indexing of your website. For this reason, it is essential to create appropriate filenames and expressive categories on your website. One





Headings H1, H2, H3

How can Headings improve your On Page Optimization? Head tags are utilized to speak to the heading of the content of the webpage.

H1 components are an incredible method to give more structure and signs to your

substance, on a page with the goal that your headings let clients recognize what your content is about, they'll help Google to index it. Heading tags run in 6 sizes – h1, h2, h3, h4, h5 and h6. These Tags should just be utilized at the appropriate places.

Nedry Spider Pro Tip: It is essential to remember your keywords for the heading tag. Abstain from utilizing one heading tag for the whole substance of the website page.

```
<h1>Solid Structure: Built to Standards</h1>
<h2>How to create solid structure</h2>
<h3>Code content to be machine-readable</h3>
```

Alt Tag Optimization

Images can't be read by a spider when they crawl on the website. Therefore, it is important to use alt tags for the images. It is best suggested to use the primary keyword as the alt tag following the contents that describe the page.

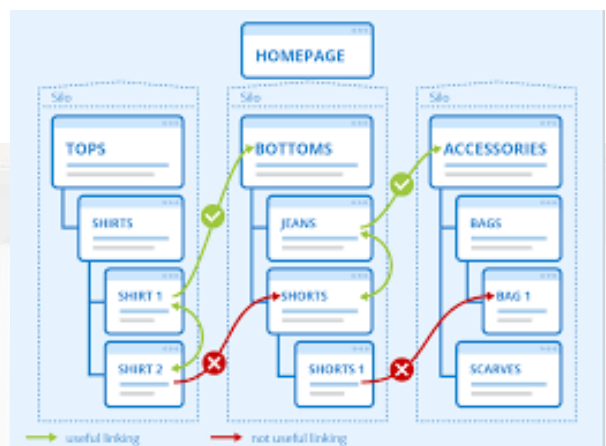
One must avoid the following:

- Using long filenames.
- Stuffing excess of keywords in the alt tags.

Nerdy Spider Pro Tip: Save the file name of the image with a good description. For example, "brown-jute-rug.jpg" is better for SEO purposes than "IMG856654.jpg"

Internal Linking or Anchor Text

Anchor texts are links that direct visitors to the internal pages of the website or to an external page/website. Anchor text helps the users to easily navigate between pages and also helps the spiders to understand what the page is all about, that it is linked to. One must avoid the following:





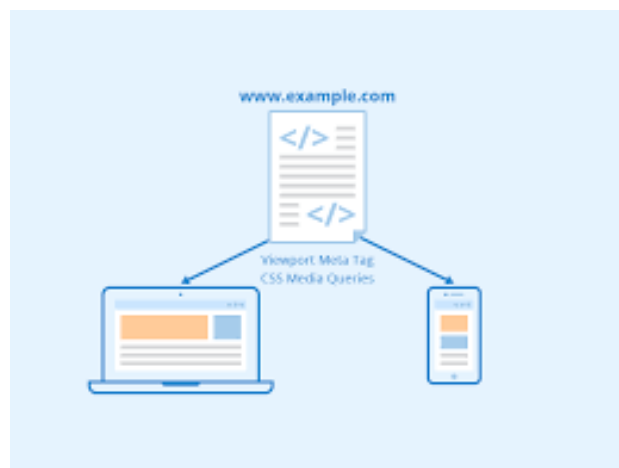
- Using general anchor texts.
- Using anchor text that is not related to the content of the webpage or is off topic.
- Using long sentences.
- Creating unnecessary links.

A logically organized site is significant for web crawlers. Simple and easy navigation assists searchers with finding the significant content, in addition to this it also helps search engines comprehend the content's significance.

Nerdy Spider Pro Tip: For a user to navigate your website smoothly Internal linking is key. With a free online tool, Broken Link Check you can audit your webpages for internal links and dead links.

Mobile Responsive Web Pages

How would we utilize mobile responsive design to generate and produce deals? There ought to be right redirection for a searcher when a site is to be accessed utilizing a mobile device. A versatile responsive site makes the change procedure simpler, quicker and less unpleasant on the client. When you design and develop your site ensure it is mobile responsive.



The SEO Traffic Spider Strategy that we Implement

We are aware of the art of strategically sprinkling your prominent keywords on your entire website's pages. This results in better search results. Your web pages get indexed easily by search engines due to the relevance of keywords giving it a higher spot on search results making your products /services more usable and resulting in sales to soar.

Strategy we implement. We use both long tail and short tail keywords to optimize your website. With the accurate strategy we implement on your website your Of Page Optimization becomes unchallenging to handle. Your quality score increases, reducing your costs and improving Ad Relevance.



If you lack on, On-Page optimization, there are less chances of you getting noticed, which will again lead to low conversion rate. On-Page Optimization undoubtedly is a pillar for SEO. The content of the website, both visual and written, has a connection that triggers emotions and encourages people to interact more with your product or service. Whether it's indexing the pages or may be improving the ranking of the results, on-page optimization plays a major role in SEO success. Let us, help you in making a successful impact on your sales business.

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Microsoft Advertising Certified Professional

This certificate is given to
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The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

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