



# ROHINI

## COLLEGE OF ENGINEERING & TECHNOLOGY

Approved by AICTE and Affiliated to Anna University, (An ISO Certified Institution)

DEPARTMENT OF MANAGEMENT STUDIES

DIGITAL MARKETING- BA 4014

Sem III ELECTIVE

Unit II Onpage Result

## On page SEO

On page SEO refers to the optimization techniques applied directly to a website's pages to enhance their visibility and ranking in search engine results. It involves optimizing content, HTML source code, and other on-page elements to align with search engine algorithms.

### Elements of On page SEO



**On-page SEO** is the practice of optimizing individual web pages to rank higher in search engine results pages (SERPs). The elements of on-page SEO in the image are:

Components of On page SEO

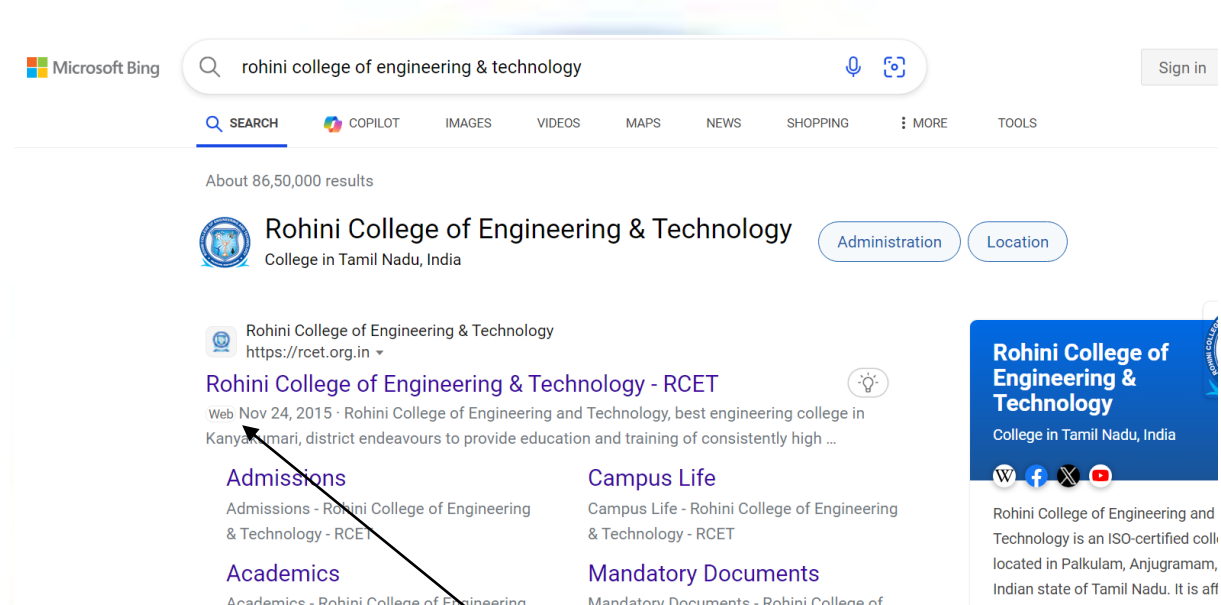
- **Title Tag:**

This is website's title that shows up at the top of your browser window and on search engine results pages (SERPs). It needs to be evocative and pertinent to the information on the website.

- **Meta description:**

The meta description is a succinct summary of your website that shows up beneath the title tag in search engine results pages (SERPs). It should persuade visitors to click on your website by being intriguing and educational.

This picture is given for your understanding



### Headers:

### Meta description

The web page's headers and subheadings are these. They facilitate reading by breaking up the text. They also aid in search engines comprehending the webpage's structure.

### Tags:

These are terms used to characterise the information on a page. They aid search engines in determining the purpose of the webpage and when to display it in the results.

### Pictures:

Pictures can aid with text breakup and improve the page's aesthetic appeal. They can also help your website rank higher in search results, but only if they are properly tagged and pertinent to your content.

- **External Links:**

- As the name specifies, these are links to other websites. Linking to high-quality websites can help to improve the website's trustworthiness and authority.

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- **Internal Links:**

- These are links to other pages on the same website. Linking to related pages can help to keep users on the website longer and improve the website's ranking in search results.

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**Content:** This is the main body of the web page. It should be well-written, informative, and relevant to your target audience

## Difference between Onpage SEO and Off page SEO:

The goal of on-page SEO is to maximise elements found on the website itself, such as HTML tags, keywords, and high-quality content. Conversely, off-page SEO takes into account outside variables such as social media signals, backlinks, and general internet presence.

Off-page SEO is impacted by outside sources, but on-page SEO is within your( the web page designer or website owner/business organisation)direct control..

## Importance of On page SEO

**Search Engine Visibility:** By increasing your website's rating higher in search engine results, proper on-page optimisation raises its visibility to users.

### **User Experience:**

By improving navigation and readability, on-page SEO tactics like structured content and optimised copy enhance the user experience

### **Relevance to Searches:**

On-page SEO makes sure that your content corresponds with user search queries by integrating pertinent keywords, title tags, and meta descriptions. This increases the possibility that the correct audience will be drawn to your material.

**Competitive Advantage:** Having well-optimized on-page components gives you an advantage over other websites in your niche when it comes to the online marketplace.

**Mobile Responsiveness:** Mobile optimisation is essential for on-page SEO due to the growing usage of mobile devices. Google gives preference to mobile-friendly websites, which improves user experience and ranks.

- Benefits of On page SEO
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- **Improved Search Engine Rankings:**
  - Optimizing on-page elements such as meta tags, headings, and content helps search engines understand the relevance and context of your web pages. This can result in higher rankings for relevant search queries.
- **Increased Organic Traffic:**
  - Higher search engine rankings generally lead to increased visibility and click-through rates. This, in turn, can bring more organic traffic to your website.
- **Better User Experience:**
  - On-page SEO involves optimizing for user experience, including site structure, navigation, and the overall design. A well-optimized website is more likely to provide a positive experience for visitors, encouraging them to stay longer and explore more pages.
- **Reduced Bounce Rates:**

- By providing relevant and valuable content, optimizing page load times, and ensuring a user-friendly design, you can reduce bounce rates. This is important as lower bounce rates are often associated with higher search engine rankings.
- **Enhanced Mobile Optimization:**
  - With the increasing use of mobile devices, search engines like Google prioritize mobile-friendly websites. On-page SEO includes optimizing for mobile, ensuring that your site is accessible and performs well on various devices.

Meanings :

#### **SERP:**

SERP features are special results that appear on a search engine results page (SERP) in addition to the regular organic results. Some of the most common SERP features are featured snippets, people-also-ask boxes, and knowledge panels. SERP features are designed to provide users with more relevant and useful information to improve their search experience. SERPs typically contain a mix of organic search results (results that are ranked based on the search engine's algorithm) and paid search results (ads).

#### **SEARCH ALGORITHM**

The search algorithm is a crucial aspect of Search engine optimisation. It is responsible for how a search engine like Google fetches the stored information from the data structure, ranks, and displays the relevant information against the user query. This improves the website's visibility on the Search Engine Result Page (SERP).

Compiled from: [www.geeksforgeeks.org](http://www.geeksforgeeks.org)