

10 On-Page SEO Factors to Address

Here are 10 on page SEO factors that you should be sure to pay attention to. Often when we work with a client on a site redesign we discover errors in these items.

Page Titles

Your page titles are one of the most important on-page SEO factors. Make sure your titles includes your most relevant keywords. For example our title is “Inbound | Atlanta, GA Websites, Local Marketing, Content Marketing”.

Keep your title to less than 72 characters.

Page Descriptions

Your page descriptions do not directly impact your on-page SEO, but they can impact the number of people that click through to your site from a web search. Your description is what people see when your site is listed in search engine results. Make it inviting.

Unique Page Titles and Descriptions

Each page on your site should have a unique page title and a unique page description. Title should have valuable keywords included (but don't stuff them) and description should be written to drive clicks from folks reading the description in search engine results.

Images Alt Tags

Alt tags are another great way to get relevant keywords on your page. If you use the right graphics, you should easily be able to add keyword descriptions naturally.

SiteMap

There are two types of sitemaps:

XML Sitemap: For search engines. XML sitemaps assist search engines to find and index the appropriate pages on your website.

HTML Sitemap: For users/visitors. This sitemap shows the pages of your site to a visitor helping them navigate through your site. (note: Ideally you navigation is intuitive enough to not need the assistance of an html sitemap. Still there are times when having one is beneficial.)

Page Word Count

Make it a practice of having at least 300 words on your pages. Be sure that your top keywords are included in your copy and headlines.

Text to HTML Ratio

Your goal should be to get your ratio to 20%. Look to see where you can add content without cluttering your pages.

Optimized Content

Optimizing your content could be its own resource document, and in fact it is.

Go to <http://inboundatlanta.com/wp-content/uploads/2013/05/Optimizing-Blog-Posts.pdf> and read through the resource to see how to optimize your page content.

Recently Indexed Content

Google loves relevant fresh content. Try to continually update your site so that Google returns to index your site more often. A blog is a great way to add ongoing content to your site.

Page Load Time

Page speed is becoming more important in how Google views your site. <http://tools.pingdom.com/ping/> is a great tool to test the speed of your site. Then work on the areas of your site that are slowing things down.

If you use WordPress a great place to test your site is <http://gtmetrix.com>. Once you test your site you will see a link to their guide to optimize Wordpress Sites - <http://gtmetrix.com/wordpress-optimization-guide.html>.

They recommend adding two plugins: [W3 Total Cache](#) and Smush.it. (Smush.it sometimes doesn't work so we suggest you use [Ewww Image Optimizer](#) instead)

Address the items we have listed above and your site should receive some more Google love.