# What Are On-Page Ranking Factors for SEO?

Getting your website ranked high on web browsers like Google, Yahoo, and Bing can be daunting. Many resources are out there to show you how to SEO, but how do you tell what is essential and what isn't?

On-page SEO is accomplished by optimizing your website to gain organic traffic and improve your site rankings in the Search Engine Results Pages (SERP). A comprehensive site audit will highlight parts of your site that lack SEO value and help identify where you can improve your rankings.
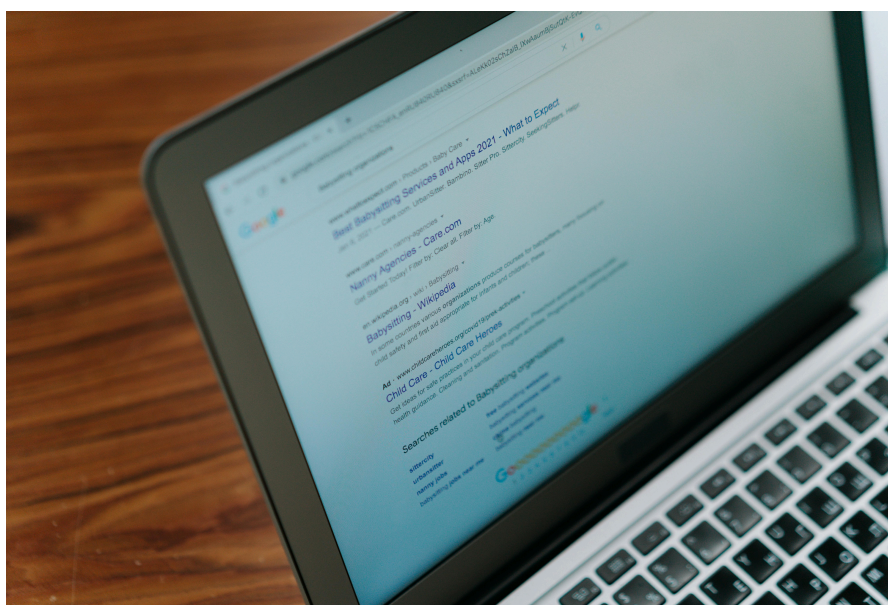


The actual content of your website pages creates the most SEO value. Therefore, anything within your website falls into the realm of affecting SEO. This includes text, metadata, images and multimedia, HTML, CSS, JavaScript, and more. All these things are called content, though some marketing experts use the word content to mean the main text on. a page.

No matter what you consider content, the fact remains that content is king and needs to be optimized for website traffic and viewership. Once people are driven to your site via SERP, you can convert those visitors into customers, which turns into profits. Don't let your site keep you from reaching customers; keep them returning for more. Let's take a look at the top five on-page SEO factors you need to know.

## 1. Content

As we said before, content is king. Well-written content using the right keywords attracts search engine queries and matches the needs of customers and viewers. A few things to keep

in mind when creating content are:

- Provide helpful information on your site. Pages should be written clearly and accurately so viewers can easily understand your content, product descriptions, and other offerings.
- Think about words users may type in a search engine to find you. Then, use those words in your content.
- Allow site assets that significantly affect pages to be crawled—for example, using CSS and JavaScript files that affect a crawler's understanding of the pages.
- Create pages for your users, not for search engines. Just because you want to rank higher doesn't mean that your content will be helpful to people who visit your site.
- Find what makes your site unique, valuable, and engaging. Then, stand out from others by creating an easily recognizable brand and keep that brand consistent throughout your website.

## 2. Title Tags

Title tags are the second-most important part of your website after content. A title tag is an HTML element specifying titles on your page. These tags are displayed in SERPs and provide a clickable headline as a result. Therefore, your title tag should be an accurate and concise description of the content on your page.

Search engines typically display 50-60 characters of a title. Keep your characters under 60 to ensure that they display fully in the search results. When creating a title tag, give each website page a unique title, place essential keywords first, and write for your customers.

## 3. Metadata

Metadata is HTML code on each page, including your page's title tag and meta description. These parts of your page are used in search engine results to list your page. When a search engine looks up a query, the meta title and description are located in the link to the page. When your metadata is optimized with good keywords and detailed. content, users and search engines will know what your website and pages are about.

When you correctly optimize your meta description, you improve:

- Your click-through rate - how many people see your ad and click the link to view your website page.
- Perception of quality - the more quality you have on your website, the greater the perception of viewers that you're providing products and services relevant to them.
- Perception of what your website offers - viewers will return when they know you consistently provide relevant products, services, and blog posts.

## 4. Keywords

Gone are the days of just stuffing keywords into your website to try and attract web crawlers to index you. Most search engines are programmed to detect keyword stuffing and rank you lower in results if you are keyword stuffing. This includes hiding keywords in code, alt-text, and metadata.

You can still use Google's Keyword Planner to find the most commonly searched words for what you're providing and writing about. But these keywords shouldn't be the end-all-be-all of your content. Use them to enhance your content, not direct it. Today's on-page SEO needs to use keywords and strings carefully and deliberately. No matter how many keywords you put into your content, viewers will leave and not return if it isn't relevant, engaging, and informative.

## 5. Optimized Images

Images on your site are a great way to attract and keep customers engaged. However, large images can slow your site down and make it difficult for viewers to see. You can limit the size of the images you upload or use a compression tool, but using an appropriate size should be first on the list when adding images to your site. In addition to compressed images, they can also help increase your search engine ranking, create a better user experience, and keep your site loading quickly.