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On-Page SEO Can Increase Your Page Ranking by Guna Seelan

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Whenever you hire experts in SEO to boost your page rank with the search engines you basically have two main points of focus - Off-page and On-page SEO. Off-page SEO focuses on link building back to your page and backlinks play a crucial role in getting ranked with the search engines. On-page SEO is more focused on ensuring that search engines view your pages as being relevant. Here is a little guide for helping you with these two factors.

1. Domain Match - After you have chosen your keywords then you should use your main keyword in your domain name. If possible you need to exactly match the domain name to your keywords. If not then it should at least be included.

2. Readable URLs - Make every attempt at getting your main keyword into your URL. If you have an automatically generated URL with a string of symbols and letters that will carry no weight for your page rank. This is not good for SEO.

When writing your short URL title include your keyword and reap some SEO benefits. This is an example of where a CMS such as WordPress is so great - it will generate the URL automatically and also enables you to change them easily.

3. Meta Title - Your title is an important place for using your keyword. It is one of the crucial elements for on-page SEO. If your page is setup 'on-topic' then this should be an easy thing to do.

Your meta description is not as important but worth doing. It's good practice to describe your page using your keyword a couple of times naturally. This may not effect your page rank all that much but it will cause your keyword to be highlighted in bold on the search results page. It can capture the attention of surfers.

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5. H1 title - Your headline can be a bit tricky but is another important part of your SEO work. You need to place your keyword here because it is what is going to compel your readers to keep reading. Many people find this a little difficult and hard to write, but if you can get it right it really can boost your SEO efforts.

There are several on-page techniques you can do to boost your ranking. One is updating your site regularly with fresh relevant quality content with your keywords flowing naturally throughout your page. You can add your keywords to your 'alt' tags, you can link to other pages as well. Linking with site with heavy authority can really help you out.

These tips should help you get started with good SEO work.

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