The Basic Approach to on Page Search Engine Optimization for Beginners by Milo

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Are you just beginning in the huge world of search engine optimization and search engine marketing? Well, this article will help you get the basics of your on page SEO, which is very important. Basically, the on page SEO is the base that you build off and a strong base is obviously easier to build on to. Off page SEO has been proven to be more important since it is continuous, but without the right on page SEO, your website will definitely be held back. So, without any more introduction, lets just jump right into what you have to do for your on page SEO.

If you don't have your keywords yet, don't worry as I will show you a basic way to get some. If you are just going to be doing on page SEO and never do any off page SEO, you are definitely going to have a problem ranking for anything other than low competition keywords. If you will be doing continuous off page SEO and expect big things for your website, you can go for medium to hard competition. The best thing to do if you are just starting is aim for one hard keyword and a couple low competition keywords for the same page. I also recommend using Google keyword tool for your research, along with manually checking out the top 10 competition for each keyword. Why spend money on a tool when you can just do everything for free?

Now that you have your keyword(s) it is time to start working on your on page SEO. You will want to place the keywords in the title tag, meta description, and meta keywords for sure. Make sure that your title and meta description don't exceed the limits placed by search engines, more specifically Google since it is the number one search engine. The content of the page is where you need to shift your focus now. Just for the sake of simplicity, try and keep your keyword density somewhere around the range of 2-5%. Don't keyword stuff and make sure the content seems completely natural. Even if you do end up ranking by keyword stuffing, your visitors will not be liking your page too much since it won't make much sense! A good idea is to place keywords in html tags, like the header tag, bold tag, and italic tag!

Even though you probably think you did a great job, double checking will make your on page SEO even better. While you could technically do this manually without software, I recommend that you use Website Auditor by SEO Powersuite to analyze your website. You can use the free version of the software or you can buy it to get all the features. Which one you use is up to you! Honestly, the free version works great, especially for beginners. If you don't like the looks of this software, there are plenty of others out there that you can try out as well!

On page SEO used to be the best way to rank on sites like Google. Unfortunately, off page SEO has become more important than ever now. However, if your competition has horrible on page SEO and the same exact off page SEO as you, you will outrank them for sure! For that reason, you never want to leave out on page SEO in your online marketing plan, especially if you are just starting out!

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