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Search Engine Optimization (SEO) depends mainly on two factors. These two factors are On-Page Optimization and Off-Page Optimization. But irony is that most of the individuals working with optimizing a website give more weight to the later only. It is strongly not advisable for a quality SEO campaigns. We all know that charity begins at home; the same philosophy applies to search engine optimization also. We must pay attention to On-Page optimization before heading over to the Off Page. Optimizing your website for better view from search crawlers is not as time consuming and burdensome as doing multiple things to building links on the web. Some of the primary and significant things to consider while doing on-page optimization are:

Title Tag: It tells search bots what a particular web page is all about. You can include the short description of your page in this tag. You can include your main keywords separating them with commas. Try to keep the length of your keywords including spaces up to 70 characters only. This is the length suggested by Google itself. However, you can add more also but they will not show up and will be cropped on Google result pages.

Meta Tags: The HTML tags which start with Meta and are enclosed in tags are called Meta tags. They are very important in terms of SEO. Make sure to include Meta Description, Language and Distribution tags with proper keywords on your web pages. They are very crucial for SEO. The recent change in Googleâ€™s algorithm does not give any importance to Meta Keyword tag, but they are still advisable by Yahoo, Bing etc.

ALT Tags: Itâ€™s yet another significant HTML element. It is applied to images for better their easy crawling by web spiders. These elements contain descriptions for images on your web pages. Do not avoid them. They are literally helpful for your optimization campaigns.

Heading Tags: Heading tags are H1, H2â€¦ H6. You may have heard somewhere that these tags are no more useful, but itâ€™s nothing more than a myth. These tags are still very vital from optimization point of view. They have their impact on your website rankings. Though, there is one thing about them that you should keep in mind while working with your pages, and that is â€“ do not repeat any one of these tags more than trice on a single web page. If you do so, search engines might consider them as keyword spamming.

Keyword Density: The number of times you repeat a keyword based on the total number of words you have on a web page is called keyword density. It is found out by dividing total words by the total repetitions. Make sure that this density is not more than 1 to 5%. Over stuffing your website with keywords is spam. There is one more thing to note here that, try to distribute keywords evenly in your paragraphs.

Following the above-mention optimization techniques will help you make your website more SEO friendly which in turn will result in their improved rankings.

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