



Article published on December 28th 2011 | [Site Promotion](#)

Building thousands of inbound links is not the be all and end all of search engine optimization, search engine optimization is composed of a number of varied components and one of the main factors that lots of people over look are the on page components. Listed below are some of the on-page issues that should be addressed before to getting into a link building campaign.

• Written content is king! Google and Yahoo returns the most appropriate web pages for the search terms that are typed into the search bar, so make sure that the contents of the page echo's what you would like to be found for by the big search engines. As an illustration for this post I will use the key phrases web design Manchester.

• The title tag! your key phrases should be contained in the title tag. The title tag explains to the search engine spider's what the site is about. For our example website design Manchester. The title tag ideally has to read something like this "Website design Manchester > Quality web page design from £200" the title tag should be around 60 character's in size.

• The meta tag or meta description! this tag is a secondary meta tag that outlines the page content to the search engine bots, once again this needs to feature all the keys words that we would like your web site found for.

• The key word tag! not too crucial but it will not damage our efforts. Just as before include our main search terms. Key words should be comma separated for illustration, web,design,Manchester.

• The H1 tag! this tag should also contain our campaign keywords.

• H2 tags! not as crucial as the H1 tag, but well worth including, use the key phrases or a variant on the main keywords in this tag.

• Images and artwork! always optimise the photographs and artwork (Internet search engine bots can't read imagery only text/program code); use the search terms in the graphic alt description tag but nothing spammy . This is a handy little trick of placing more key phrase rich content on to our page; from time to time it's hard to make the key words fit our page content without it looking strange. Top hint is not to use the exact same alt text on all the photographs.

• Try to keep the page load speed down to a minimum! Google and Yahoo wants to make the web a faster place and one of the ranking factors is download time. When making a web page, group all the images collectively as one individual element. This will vastly reduce the amount of request for the http files on the server. If for example you have a web page with say 15 individual visual files then there will be a similar amount of http requests on the server, if you combine them there will only be one, hence making the web site particularly fast loading.

• When it comes to internal pages name them as follows! ok say for example you have an internal web page on your site and you need it to found for "best web design services Manchester" then name the web page best-web-design-services-manchester. This will also add relevancy to the rest of the site and also help with the optimisation of the actual page.

• Make any external links "nofollow" outgoing links can in some conditions reduce page rank, this won't have an impact on the search engine position of the site to much but page rank will aid us rather than harm us.

Â· Do not use hidden words; hidden words will get your site flagged by all the leading search engines.

Â· All pages on the site must link to each other by means of text link, the links can be placed at the base of the page in the footer, the sites main navigation can be both graphical or Java as usual. This will help the search engine bots index all the pages on your web site.

Article Source:

<http://www.articleside.com/site-promotion-articles/a-number-of-tips-concerning-on-page-optimisation.htm> - [Article Side](#)

[Anton Allen](#) - About Author:

All the above mentioned issues are very often ignored in favour of mass link building campaigns, but the on page factors are just as significant as the off page elements. And if you want to break into a tough sector for instance a [Chester web design](#) or the a [affordable web design Manchester](#) market place, then you will want all the help you can get.

Article Keywords:

website,design

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!