

# 6 On-Page Factors For SEO Success

On-page factors are the 6 aspects on your website that influence search engine ranking to maximize SEO success!



## PAGE TITLE / DOC TITLE

- ☐ The first attribute that shows up in search results for your website. This should be unique for every page.
- ☐ Focus on two keywords. 70 characters maximum
- ☐ Example: Weddings, Wedding Flowers - Bella Blooms

## META DESCRIPTION

- ☐ This is an actual sentence that describes the topic Of the page to both search engines and users.
- ☐ Include two keywords, 160 characters maximum
- ☐ Example: Flowers, Wedding Flowers - Find the perfect wedding florist near you. Search ratings and reviews for wedding flowers

## TAGS/ KEYWORDS

- ☐ Unique keywords that are assigned to each particular page of your website, and these words must also be included in the actual page content.
- ☐ Maximum of five words, no spaces
- ☐ Example: flowers. wedding flowers. wedding florist

## H1 TAGS

- ☐ H1 is the largest HTML heading on a specific page, which goes up to H6 tags.
- ☐ Use primary keyword. only once per page
- ☐ Example: Wedding on the bouquet page of a website

## AIT TEXT

- ☐ Provides an alternative text for when an image cannot be displayed
- ☐ Placed on every image, match primary keyword for destination
- ☐ Example: 'Bella Blooms' applied to the Bella Blooms company logo across their site

## TITLE TEXT

- ☐ Describes the link's main content
- ☐ Placed on all text links, match primary keyword for destination
- ☐ Example: you hover over a wedding Bouquet links, 'Wedding Bouquets' will appear

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