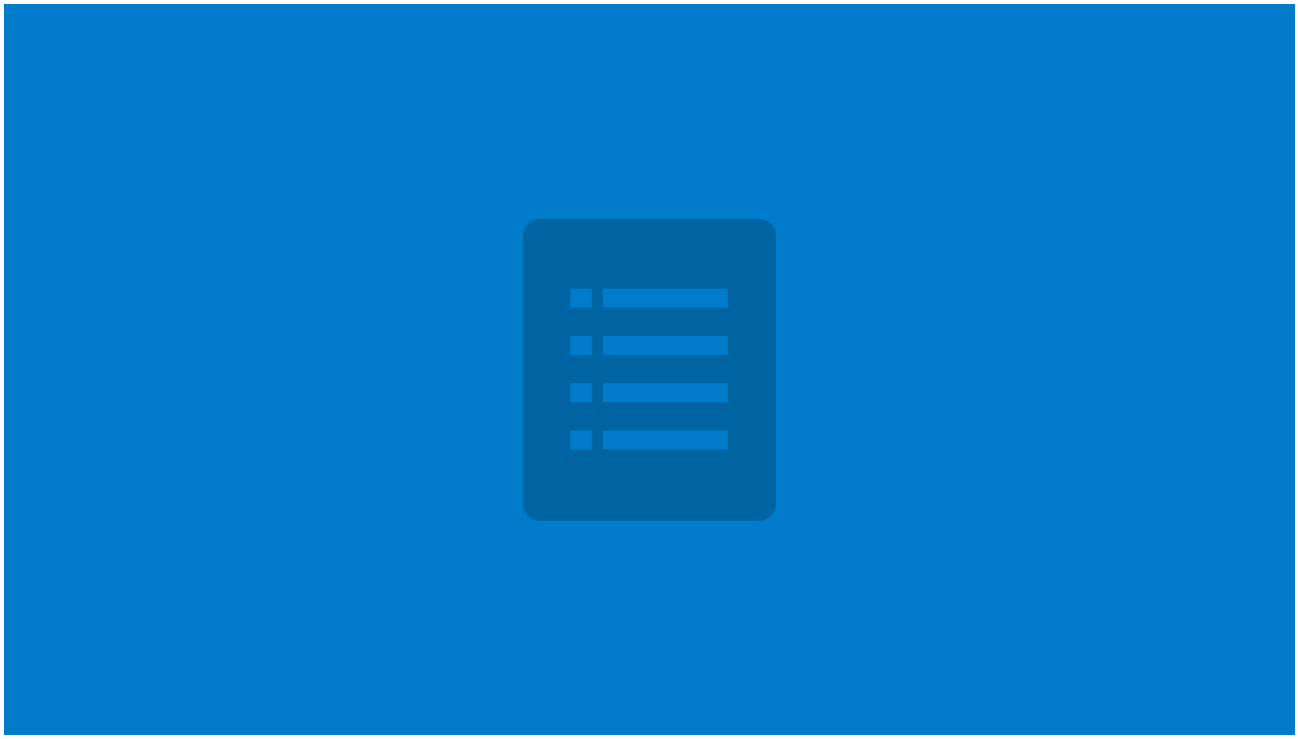
6 On-Page Factors For SEO Success

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

- [ ] HI 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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