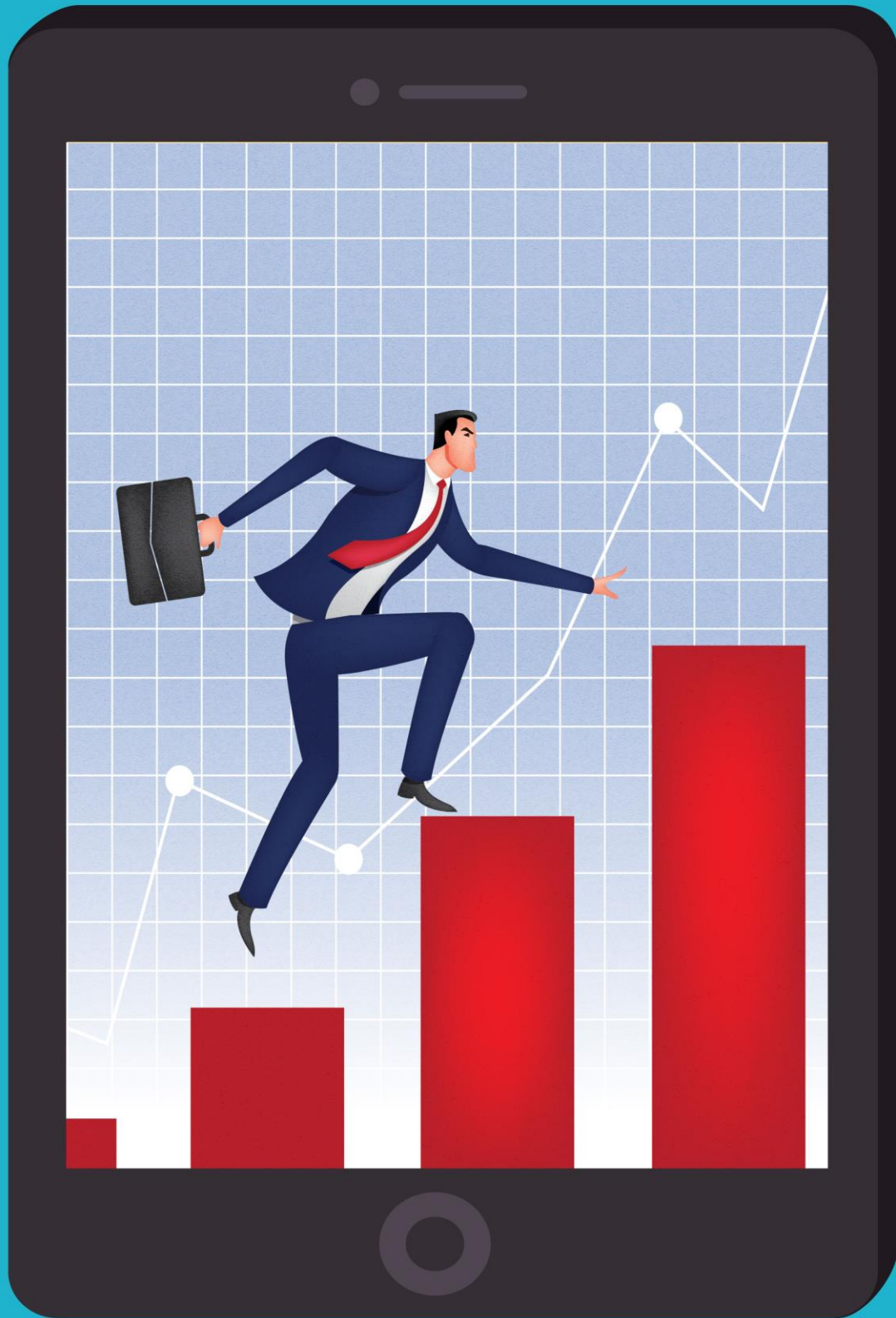


CRITICAL ON-PAGE SEO FACTORS

9 Simple Steps That Boost Your Google Rankings



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This eBook complements the [101 White Hat SEO Tips](#) article. It highlights nine critical on-page search engine optimization factors that must be implemented anytime you create a new blog post.

You have taken the time to [write great content](#).

You have kept the readers in mind, trying to teach them as many useful things as possible.

You have provided a lot of value in your content piece.

Still, if your on-page SEO is off, Google will have a hard time trying to understand what your content is about.

Without proper optimization, your article will be buried on the 5th search results page, where nobody is looking.

These are the key on-page SEO factors that will help your content rank high in Google's search results.

1. Keyword in URL

Google's spider crawls websites for a living. And the first element it gets in contact with is your website URL.

Let's pretend that you want to rank for "white hat seo tips".

The URL of your article could look like this:

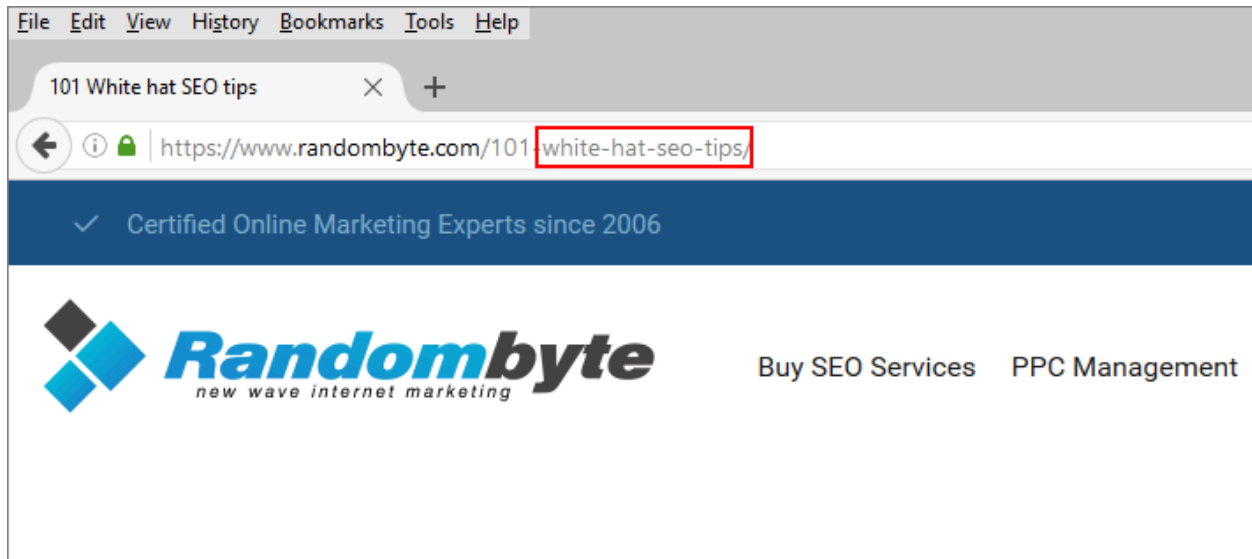
[yoursite.com/blog/id=3?month=august?the-best-white-hat-seo-tips.php](#)

Or it could be much shorter and clear:

[yoursite.com/white-hat-seo-tips](#)

Just like humans, search engines dislike long, ugly URLs.

An ugly URL complicates their job, making it harder for them to figure out what the page is about.



So keep the page URL simple, including the targeted keyword in it. Use dashes to separate words, just like I did in the example above.

2. Keyword in description

The meta description tag tells Google what your article is about.

In addition to this, the description may show up exactly as it is in Google's search results.

Be sure to include your keyword in the description tag.

```

6 <meta charset="UTF-8" />
7 <meta name="viewport" content="width=device-width, initial-scale=1">
8 <title>101 White hat SEO tips</title>
9 <link rel="profile" href="http://gmpg.org/xfn/11" />
10 <link rel="pingback" href="https://www.randombyte.com/xmlrpc.php" />
11
12
13 <!-- This site is optimized with the Yoast SEO plugin v3.7.1 - https
14 <meta name="description" content="101 Evergreen White Hat SEO Tips
15 <meta name="robots" content="noodp"/>
16 <link rel="canonical" href="https://www.randombyte.com/101-white-hat
17 <!-- / Yoast SEO plugin. -->
18
19 <link rel='dns-prefetch' href='//maxcdn.bootstrapcdn.com' />
20 <link rel='dns-prefetch' href='//fonts.googleapis.com' />

```

Google may cut out the description after the first 150 characters or so - and even less on mobile devices.

This means that you must include the targeted keyword in the description, and do it as close to the beginning as possible.

Don't forget that the article description must also be a powerful call to action.

Promise your website visitors something great, and then be sure to fulfill that promise.

3. Keyword in title

People read the article title to understand what your content is about.

Google uses the article title to understand what your content is about.

Your title must please them both. It must be compelling enough to make people click your search result, and SEO-optimized to make Google's job easier.

Always add the targeted keyword close to the beginning of the title.

101 White Hat SEO Tips

Blogging, Keyword Research, SEO, Website Design, Website Traffic

Everyone loves a quick SEO win! If you are looking for an effective, evergreen collection of actionable white hat SEO tips and strategies, you have come to the right place.

This article is updated on a regular basis; new search engine optimization tips are being added to it whenever search engines update their rules. Make sure to bookmark it; you may want to read it again in a few months, when the number of SEO tips will be bigger than 101.

The tips are split into categories; use the links below to jump to a specific category, or simply scroll down the page to read them all in order.

If you want to rank high for "white hat seo tips", you could write a "52 White Hat SEO Tips for Beginners" article.

People like numbers. And Google likes simple, easy to understand titles.

4. Keyword in the image alt tag

Your article must include at least a few relevant images.

They help break down the text into smaller pieces, making it easy for your readers to digest it.

However, their main role is to add value to your article. So don't just insert a stock photo if it isn't useful and relevant.

The texts in the image alt tags have the goal of describing what those images are about.

Google is also using them to determine the topic of the page.

Be sure to include the targeted keyword in the alt tag of your first image.

```
Part 5: User Experience Tips</a></p>
6: Off-page SEO / Link Building Tips</a></p>
Part 7: Website Traffic Tips</a></p>
: SEO Tools</a></p>
t 9: Social Media Tips</a></p>
10: Google Penalties and Recovery</a></p>
11: General SEO Tips and Advice</a></p>

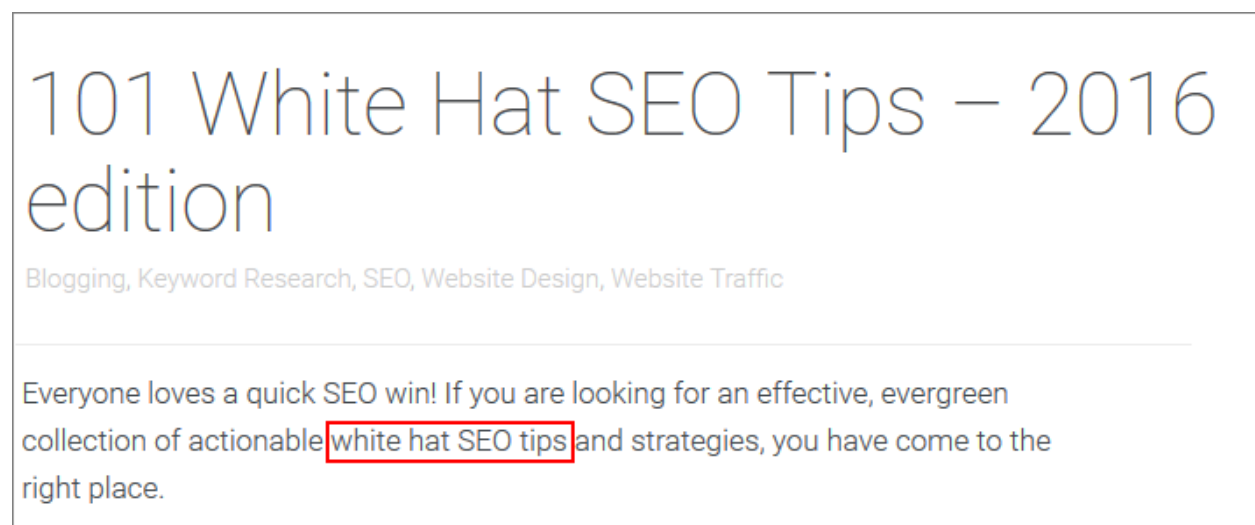
d logically, allowing you to use targeted keywords for all the relevant categories:
2/proper-website-structure.png" alt="white hat seo tips" width="640" height="151"
"small business seo" keyword, for example, you should create a</p>

o do seo for my small business", and so on. If you follow a good search engine opt
used for your website's categories. It's a quick and effective way of planning yo
t are interested in designing websites for vegetarians.</p>
```

Don't overdo it, though; use texts that describe what each image is about for the rest of your pictures. Alt tag keyword stuffing is dangerous.

5. Keyword in the first article paragraph

Place your targeted keyword in the first paragraph, in a natural way.



Then, include it and some of its synonyms a few more times in the body. If you've done your research, this may have already happened – and without you knowing about it!

Don't strive to get a specific keyword density value. It doesn't matter anymore.

6. Keyword in the H1 and H2 tags

Your article title should be wrapped in an H1 tag by default. If your website isn't set up this way, ask your web designer to make the needed changes right away.

```
<div class="dslc-separator-wrapper">
  <div class="dslc-separator dslc-separator-style-invisible">
    </div><div></div>
  </div><!-- .dslc-separator-wrapper -->

</div><!-- .dslc-module -->
</div> <div class="dslc-modules-area dslc-col dslc-10-col dslc-first-col" data-size="10">
<div id="dslc-module-4550" class="dslc-module-front dslc-module-DSLC_TP_Title dslc-in-viewport-check

    <div class="dslc-tp-title"><h1>101 White Hat SEO Tips &#8211; 2016 edition</h1></div>

</div><!-- .dslc-module -->
<div id="dslc-module-4551" class="dslc-module-front dslc-module-DSLC_TP_Meta dslc-in-viewport-check
```

You must have variations of your keyword in one or two of the H2 tags.

If you want to rank for "seo tips", one of your subtitles / H2 tags could be:

On-Page SEO Tips

and the second one could be:

Off-Page SEO Tips

Don't overdo it, though. Don't add your keyword to more than two H2 tags.

The people who have built Google's search algorithm are really smart. Their software can easily detect keyword stuffing.

7. Interlink your articles

It is crucial to add links that point to other articles and pages on your site – look what Wikipedia is doing!

By linking to other content pieces, you can offer your website visitors the chance of reading more of your articles. This will make them spend more time on your site.

Since Google takes user experience metrics into account, it will boost your site's rankings.

Always link to 1...3 pages that are topically relevant to your article.

Always go for paid image sources, or – even better! – take the time to do your research and create a useful infographic that can't be found anywhere else on the web. This [Google Penalties Infographic](#) has gotten over 100 social shares, for example.



Use either the targeted keywords or the article titles as anchor texts for your internal links.

As an example, if you want to link to your "How to get free website traffic" article, use something like this:

Strive to create fantastic content, but don't expect it to gain a lot of traction on its own. Boost [free website traffic](#) by optimizing your articles for search engines.

Place a link to your best content piece close to the beginning of your article.

If that link looks interesting, people will click it, rather than clicking their browsers' "Back" button.

8. Link out to authoritative, industry related websites

Don't link out to Wikipedia unless you really have to – everybody does that!

Link out to industry related websites, but only when it makes sense to do so.

106. If you are thinking of getting new SEO clients, it's best to get all the needed info from them at once. Here's [one of the best seo questionnaires](#) I could find. Don't forget to get rid of the questions that are useless for you and add the ones that didn't make it on this list.

107. Often times, SEO and reputation management are used together to boost client's revenue. But how do you keep track of all the complaints? Fear not, for there's a [Complaints Search Results](#) engine that does just that.

Sure, you may lose a few visitors because of those outbound links, but you will gain something precious in exchange – repeat visitors who understand that you want them to have access to the best information out there.

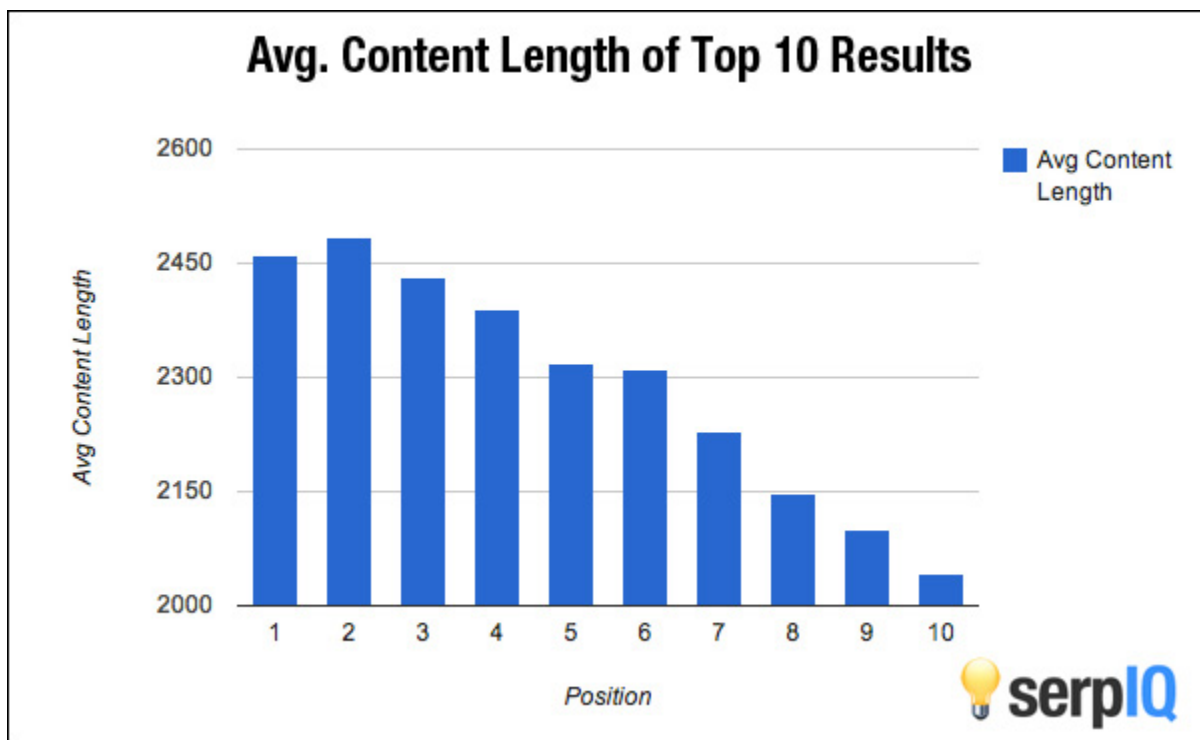
Always make the outbound links open in a new tab. This way, the visitors will be able to return to your article after visiting the other site.

Only link out if the external site boosts the perceived value to your article, complementing it.

Don't link out to lots of sources. Some articles shouldn't link out at all, while others may have up to five outbound links.

9. Create long articles

It's a known fact: [longer content ranks higher](#).



Longer content contains more useful information, and Google likes that.

If your articles have less than 1,000 words, they aren't comprehensive.

If this is the case, it's time to do more research, and then improve your content, boosting its perceived value.

Some bloggers only publish 3000+ words content pieces. That's a lot of work!

But many of their loyal readers don't go to other sites to read about the same topic.

Those people don't have time to waste. And they are sure that they'll learn everything there is to know about a particular topic by reading that 3000+ words article.

This is the list of critical on-page SEO factors. It is what I use to optimize my clients' articles before publishing them.

Go through it and your content is going to rank higher in Google. It's a promise!

If you need help with any aspect of your online marketing campaign (SEO, social media marketing, PPC, etc.) I can help you get started on the right track.

Contact me to get answers to any questions you may have.

Here's to your success!

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