

Effective On-Page Optimization for Better Ranking

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Abstract: Search Engine Optimization plays a major role and by optimizing the content in our website we can rank well in Search Engines. We can rank our website through two different type of Search Engine Optimization such as On-Page Optimization and Off-Page Optimization. On-Page SEO is mainly based on our website and our content. The influence coming through external resources will be coming under Off-Page SEO. Most of the people will rank their website through keyword stuffing and getting clients through their ranking. They may rank their website through stuffing but when we look at the customers, their client conversion rate will be very low for keyword stuffed ranking. So we can realize that optimizing the content is very much important and useful. Optimizing the website and ranking well in SERP is more important for E-Commerce websites. So we ranking our domain "edigitalservices.in" for various keyword through proper On-Page Optimization without any keyword stuffing.

Keywords: Search Engine Optimization, SEO tools, SEO factors, SERP and On-Page Optimization.

I. INTRODUCTION

Search Engine Optimization is the way of optimizing the web pages to rank our website in SERP (Search Engine Result Page). Once if our website is optimized to rank in top level pages of SERP, then our website will receive more number of visitors through search. Such kind of visitors is said to be Organic Visitors. A website can receive visits through various ways.

- Paid Results
- Organic Results
- Referral Links
- Direct Links

By optimizing and ranking our website in top level pages of Search Results then our website will receive organic search results. The visitors who came through the search will be in need of our services.

II. RELATED WORK

In older days the page ranking (The pages or posts to rank well in Search Engine Result Page - SERP) based on number of visits to their websites. But nowadays as a result of development and improvements in various methods, fields and technologies, there is development in page ranking algorithms too. There are various tools which help us to make our site optimized. By using some important tools we can find the basic needs to rank our website well in the Search Engine Result Page.

The important tools which helps us to rank well in SERP is SEO yoast, All in One SEO, Screaming frog SEO spider, Google Webmasters, Google Analytics, Google Ad words, etc.

2.1 Webmasters Tools:

The webmaster tools used for Google search engine is Google Webmasters[9] and the webmaster tool used for Bing search engine is Bing Webmaster tools. The name itself indicating the great usage that web masters. It is the very useful tool for the administrators or the Optimization. We can find the lists the internal link and external link to our website.

2.2 Ad-Words:

It suggests the keywords[2] that leads user to our site. We can realize how the users interacting with our website. There we can find list of the keywords with competition and average number of searches in a month.

2.3 Crawl Errors:

We can find that is there any crawl errors in our site and that whether our site is mobile friendly or not. Nowadays it's important to make your website mobile friendly to rank well and also students will feel comfortable to access our websites through mobile.

2.4 Google Analytics:

To know the number of new users & the repeating users[6], a most important thing is Bounce rate & Social overviews. By using this tool we analyse that whether students feeling comfortable with our contents or not. Various reaches to our website through different categories. We can make an analysis that how the people accessing our website and number of new visitors and repeating visitors can be found through this. It will be very helpful to make our website more stable among the users.

2.5 SEO Yoast /All in One SEO:

Plays a major role in ranking posts or pages. It is an SEO friendly Plug-in. One of the plug-in that allows you to optimize content and measure its success. SEO yoast[1] and All in One SEO plugin both will be similar and which helps us to rank well in SERP. We may miss important factors but which can be identified through this plugins. So it plays a major role in optimization process.

2.6 Screaming Frog SEO Spider:

This tool helps us to find the duplicate URL, pages, post, meta descriptions[7] in our site. Since our ultimate aim is to avoid duplicate contents because it will affect our rankings in SERP and also our content should be related to the query. So to avoid duplication or repetition of contents in our own website we can use this tool which will be very efficient.

III. CLASSIFICATION OF SEO

Search Engine Optimization is mainly classified into two types.

- 3.1 On-Page Optimization
- 3.2 Off-Page Optimization

3.1 On-Page Optimization

On-Page Optimization is mainly based on the administrators or the website developers. Some of the important On-page factors are Meta Title, Meta Description, Focus Keyword, Image Alt Attribute, Anchor text, Internal Linking, Text types and so on.

3.2 Off-Page Optimization

Off-page optimization is not based on our website but through external websites or through social Medias. [8]Off page optimization also plays some major roles in ranking our website in SERP. Some of the important Off-Page factors are Back linking to our website through social sharing, Social Bookmarking, Infographic Submission, article writing and so on.

3.3 On-Page Optimization Factors

Important On-Page Optimization factors were

- 3.3.1 Quality
- 3.3.2 Title
- 3.3.3 Meta Description
- 3.3.4 Image Description
- 3.3.5 Content
- 3.3.6 Structure
- 3.3.7 Focus keyword
- 3.3.8 Heading
- 3.3.9 Mobile Speed
- 3.3.10 Desktop Speed
- 3.3.11 Alt Text
- 3.3.12 Anchor text
- 3.3.13 Internal Linking
- 3.3.14 Secured Connection
- 3.3.15 Outbound Links
- 3.3.16 Keyword Prominence

3.3.1 Quality

The content that we use in our website must be fresh and high quality content. Most of the people will be updating their website with the content copied from the top ranking site[1]. One thing that we want to understand is the content is already ranked through a website. If a Search Engine crawls and found the plagiarized content then it won't index your site. The website will be indexed at the end of the successful crawl of a search engine.

It is better and preferred to write the own content instead of copied the content. Other thing that people will try to avoid plagiarism is generating the content by rewriting through free rewriter tools. It may not show plagiarized but most of the time the rewriting won't produce the meaningful content. So it is better to add the own written article/content in our site for a better and efficient ranking. Use the quality content to rank our website in the top of the search results.

3.3.2 Title

The title describes what the actual content in the post/page. Every page/post must be provided with the proper title such that the content should be about the title provided for that post. There are two types of title must be provided.

- **SEO Title:**

SEO title is the title that will be displayed to the visitors in the Search Engine Result Page[10]. There are few important things to be properly present in the SEO Title. The SEO title must contain the keyword provided for that content. The title is recommended to have minimum of 40 Characters. As Shown in Figure 1.



Figure 1 Shows SEO Title

- **Content Title:**

The Content Title which doesn't have any restrictions on number of characters as it will be displayed in the Content. The Title will be accepted as a H1 level heading tag which shows the importance provided for the Title. The Keyword must be present in the Title. There is no limitation for Number of characters but a webpage must contain a maximum of two to three H1 tags with keyword in it. Mostly the people will be using the same text for SEO Title and Content Title, as it represents the content at both places. The Both SEO Title and Content Title must contain a Focus Keyword which helps in better Optimization.

3.3.3 Meta Description

Meta Description[5] is a crispy content provided in the webpage. This description tells briefly about the content present in that particular page, the meta-description should contain the focus keywords and must be within 156 characters.

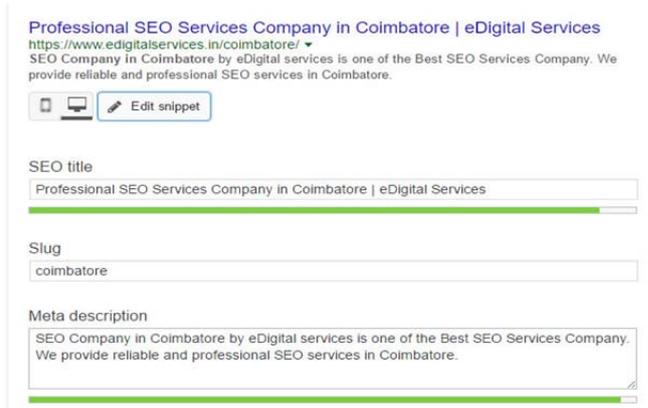


Figure 2 Shows Meta Description For A Content



Figure 3 Shows How Meta Description will be displayed

3.3.4 Image Description

Image Description will not be shown as content to the users but it will be able to read by the bots which crawl's our site for ranking. So it will be efficient to rank to our images in Google Image Search. Image Description[12] will be provided while uploading the image to our site. We will be describing the image and which will be provided as a text.



Figure 4 Shows Image Description

3.3.5 Content

The Post/Page must have minimum of 300 words is recommended. If the post have quality content[5] and also having more number of words then it will be very easy to rank our post/ page in the search engine result page. The words used in the post must be easily understandable by the person who reads our content. The Flesch Reading Ease test[2] is used to identify the content readability. It is better to write content with score more than 80, which is considered easy to read.

3.3.6 Structure

Before web development process[11] the page structure will be planned in order to categorize them. The Menus will be formed as per the plan such that the URL will be created. It will be easy for the Users to access our webpages without any confusion.

For example: Here SEO is one of the Services which brought under Services category.

Services: <https://www.edigitalservices.in/services/>

SEO Services: <https://www.edigitalservices.in/services/seo>

3.3.7 Focus Keyword

It is a word or Collection of word which is used by the people to find our content in search engines. It is important to use focus keyword[13] which helps us to rank our website for particular terms. How user will search for the content will be decided and ranked for the particular keyword. It is the important term to be used to target the search engine to rank our website in the top pages of Search Engine Result Page. Once your keyword is added, then the plugins used to evaluate your SEO for a page/post will be checking your content whether it can be ranked for that keyword. Those plugins will suggest us to improve the missing terms in the website. For example, if your page doesn't have keyword in Title then it will indicate that the keyword is missing in the page title.

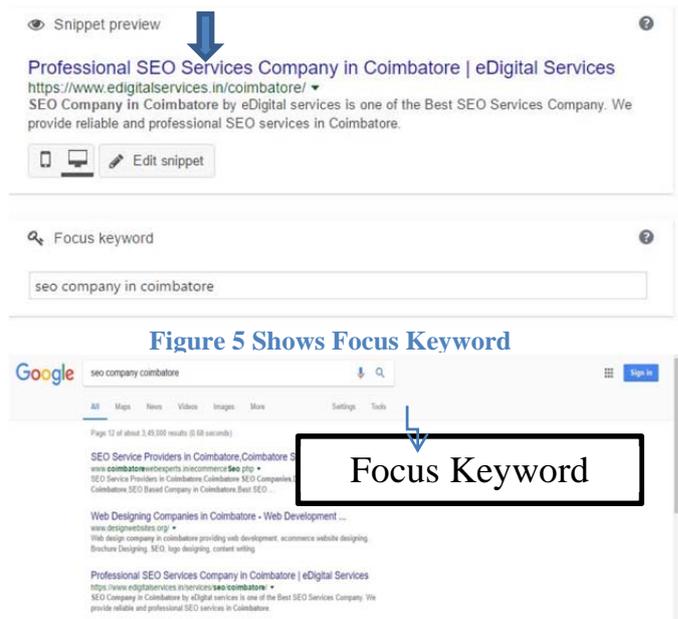


Figure 5 Shows Focus Keyword used by the user in Search Engine

3.3.8 Heading

Importance will be explained based on heading tags[1]. The heading 1 shows the high importance level were h6 will explain the low importance level. There are more things to be taken care such that excess use of heading tags will also marked as improper content. The presences of Keyword in the Headings were considered to be more important. If the term/keyword is used in all heading levels then it will be better to rank. At the same time there should not be any keyword stuffing in it. A website that ranks through keyword stuffing may be in top results for few days. Even though the website ranks in the top there won't be any conversion in that website.

3.3.9 Mobile Speed

Developers will be developing the websites and optimizing the speed[2] of the website in Desktop systems. But most of the people were addicted to the mobile devices which is portable. The people will surf through their mobile devices during travelling or from somewhere. So it is more important to have good mobile speed.

If there is any delay or problem in loading our website in mobile devices then most of the people won't prefer to do that. People were expects high responsive websites which will load in seconds. They don't want them to wait for a second too. The site must be designed responsive such that it must change based on the screen size which can be identifies through Google Mobile Friendly Test.

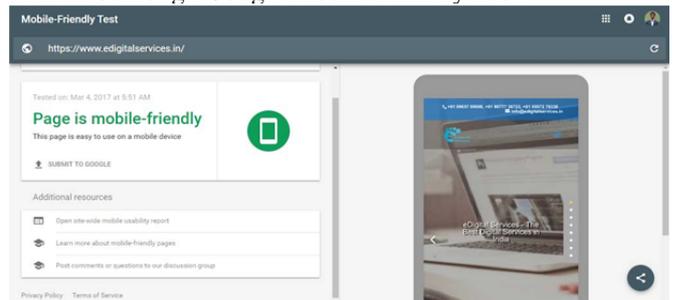


Figure 7 Shows Mobile Speed of a webpage

3.3.10 Desktop Speed

Nowadays not only people, but also Search Engine Bots[2] were becoming smarter. It started with a ranking term that No. of visits to a website which is said to be hits but now, the ranking terms were included with various factors such as Page Speed. The Page Speed of the website can be increased through Page Speed Optimization.

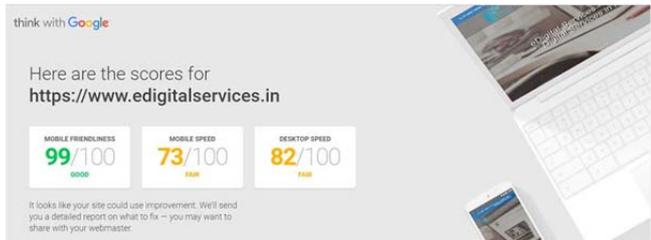


Figure 8 Shows Desktop Speed of a webpage

3.3.11 Alt Text

Alt Text is an Alternative Text[3] provided for the Image. If the Image is not loaded properly or if a webpage is slow and didn't load properly then in that case alternative text will be displayed instead of the image. So that User will be able to read the alternative text and understand that the actual image will be related to alt text.

Webpage with images must have alternative text which will be having the focus keyword. The focus keyword will be relevant to the content of the webpage. Such that the image must be relevant to the content in the webpage. So it bots will check for the alternative text in the images for better understanding.

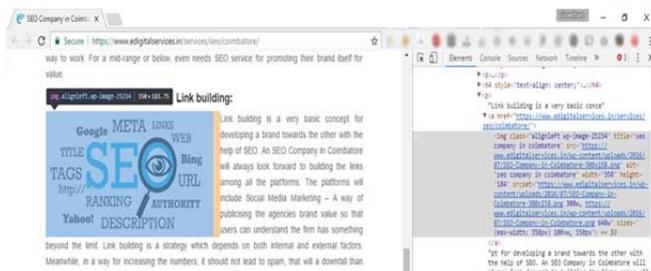


Figure 9 Shows Alt Tag of Image

3.3.12 Anchor Text

Anchor text is a clickable text. The text will be provided with a link in it. Instead of repeating the explanation about a topic or a term, link will be provided to separate content which holds explanation for that term. Explanation will be provided separately and the link will be provided to that content from that text. The Anchor text[3] is the clickable text which will have link for that word.

3.3.13 Internal Linking

Internal Linking[5] is the linking of posts within our own website. It helps to make the search engine bots to crawl within our website. Proper internal links is to be made for better optimization.

3.3.14 Secured Connection

We must keep our website secured, it is more important. If we storing the client details and if a customer needs to enter his/her personal data they will be checking our website that whether it is secured or not. So it is more important to have a secured connection which also influences the SERP Ranking.

3.3.15 Outbound Links

The links that we provide from our website to other website is said to be the Outbound Links. The links should not be broken links or spam links which may affect our ranking badly and also it will affect the quality of our webpage. It is more important to provide links or suggestion to a quality website.

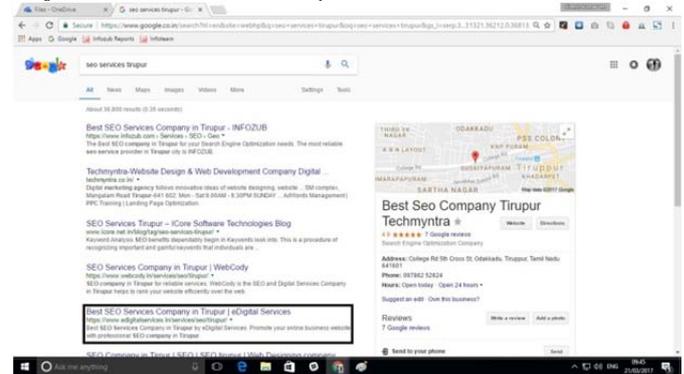
3.3.16 Keyword Prominence

Presence of keyword in the content present in webpage is more important. Here the keyword prominence indicates the presence of keywords in the top contents of the webpage.

Search Results for the specific Keywords:

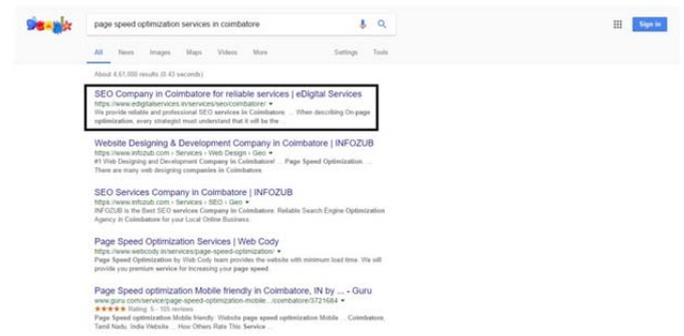
Keyword: Seo Services Tirupur

Position: 5



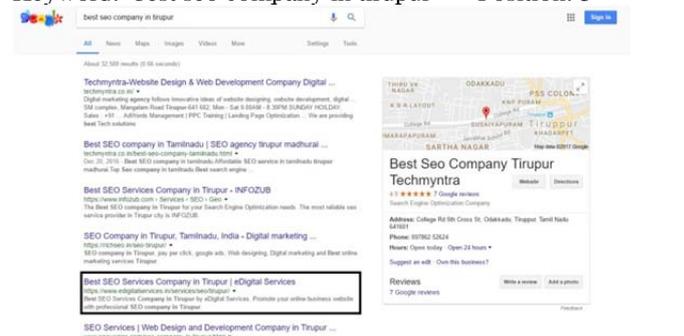
Keyword: Page speed optimization services in Coimbatore

Position: 1

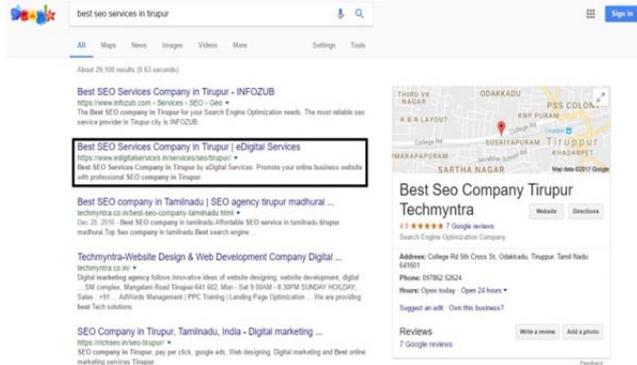


Keyword: best seo company in tirupur

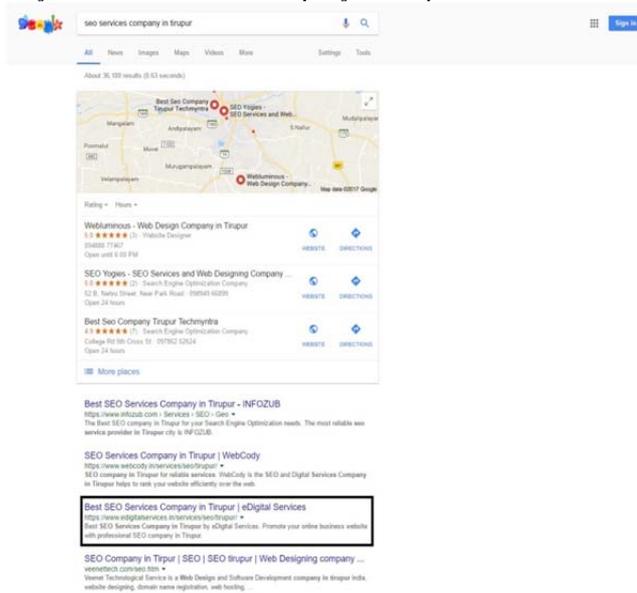
Position: 5



Keyword: best seo services in tirupur Position: 2



Keyword: seo services company in tirupur Position: 3



IV. CONCLUSION

Thus by understanding how search engine and web crawler works. We applied On-Page optimization in our website using various tools. With the benefits of every tools, we had analyzed and optimized our website. We applied On-Page techniques and ranked our webpages in the Google Search Engine Results Page (SERP) for various keywords. Proper optimization with quality content will lead to a great conversion.

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