On Page SEO In 2016

Constantly evolving technology and algorithms have now made it possible for search engines to rank web pages based on a lot more than just keywords in the Title. Here's what On Page SEO stands for in 2016.

What Exactly Do We Mean By 'On Page SEO'

In simple words, 'On Page SEO' refers to those optimization practices that can be applied to individual pages of a website to improve their search engine ranking.

Key Factors Affecting On Page SEO

1

Exact Match Keywords

Keywords in different parts of the page have a different impact on its search engine ranking. The most effective places to insert appropriate keywords are

- Domain name
- URL
- Anywhere in the Title Tag
- Beginning of the Page Title
- Meta Description
- Headline (H1 Tag)
- Subheading (H2 Tag)
- Anywhere in Page Content
- First 100 words of Page Content
- Image 'Alt' Tag

2

Age of the Web Page

Older pages which are already ranked by search engines for certain keywords can easily be pushed to higher rankings by updating them.

3

Page Security

Using HTTPS to bolster a web page's security sure makes a huge difference in its search engine ranking.

4

Loading Page Load Time

A web page that loads fast enough is said to impress not only the website visitors but also the search engines.

5

Content Length

Longer content is supposed to be more effective with the search engines; however, the quality of the content is also very important.

6

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7

Outbound Links

There have been several instances where it has been noticed that search engines rank a page higher when it's linked to authority sites.

8

Broken Links

It is always a wise to avoid broken links as they annoy both, the search engines as well as site visitors.

9

Social Media Shares

Although social shares have little impact on search engine ranking, they do help a web page gain a higher number of visitors.

10

Mobile Friendly (Responsive)

Make Your Website Mobile Friendly and responsive. Responsive websites provide the same experience to the users with your brand no matter what device they're using.

Sources of Reference:
https://ahrefs.com/