



Guidelines for:
On-Page SEO

Increase your ranking in search results and get more clicks to your website pages.

Guidelines for:

On-Page SEO

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Great job on going forward with On-Page Search Engine Optimization for your website.

This is how you can ensure your target market will find your website when they search for you on Google or other search engines.

Before you continue, it may be helpful to create a list (or sitemap) of your existing website page structure, containing the page URL and page name. A spreadsheet in Excel might be perfect for that.

1. Keyword Search

- * Identify **two (2) keywords** that are most relevant to the overall page content;
- * Choose **one (1) primary keyword** relevant to the page's content and one variation of that keyword per page.
- * Split pages with more than one primary keyword into separate pages.

2. Page Title

- * Limit to **70 characters** with no more than two long-tail keywords per page title;
- * The primary keyword should appear first;
- * Each keyword phrase should be separated by pipes (|);
- * Each page title on your website should be unique;
- * **Do NOT include** your business name in each and every page title (except for homepage and contact us page).

3. Meta Description

- * Between **100-150 characters**;
- * Incorporate the primary keyword and at least one secondary keyword in a **conversational format**;
- * Don't repeat page titles – be creative;
- * Provide a valuable, compelling reason for why someone should visit the page.

4. Page URL

- * The URL of the page you're optimizing should **include the primary keyword**;
- * Each word in the URL should be **separated using dashes (-)**, e.g. *www.examplesite.com/your-service-page*.

5. Heading Tags (H1)

- * The page should have **one H1 tag** that incorporates the **primary keyword**;
- * The H1 tag should appear at the **top of the page** and should be the first thing people see when they arrive on a page;
- * The H1 tag should align with the page title and the URL.

6. Page Content

- * Use your **primary keyword a few times** throughout the page's content;

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- * Mention the keywords **naturally**;
- * Try to **bold or underline** the keyword at least once. This has an effect on how relevant the keyword is to the page;
- * Also mention the secondary keywords when you can.

7. Internal Links

- * On pages related to the topic, create one or two links that link back to the page you're optimizing, using the primary keyword as the anchor text.

8. Call to Action

- * Similar to internal links, create a **Call to Action** linking to a specific **landing page** on your website.
- * Optimize the image filename and alt text for the **primary keyword you're targeting** on the page.
- * Include at least one call to action per page (placed above the page's fold).

Need help?

If any of this sounds complicated, we will be happy to help you sort things out.

Give us a call or email us at:
cs@stelacreative.com

9. Images

- * Optimize the **most prominent image** on the page using the primary keyword, and then use the primary and secondary keywords for any other images.
- * **File name:** Each word should be separated with dashes (-), e.g. *marketing-services-promo.jpg*.
- * **ALT text:** The alt text should match the file name, without dashes, e.g. *Marketing Services Promo*.

10. Meta Keywords

- * Major search engines (Google, Bing) do not use meta keywords in their search algorithm.
- * Feel free to still use your primary and secondary keywords in the page's meta keywords, if you care for smaller search engines.

Thank you for reading.

We welcome you to share your feedback, as well as any suggestions or ideas you may have for more helpful resources that can make your life easier.

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