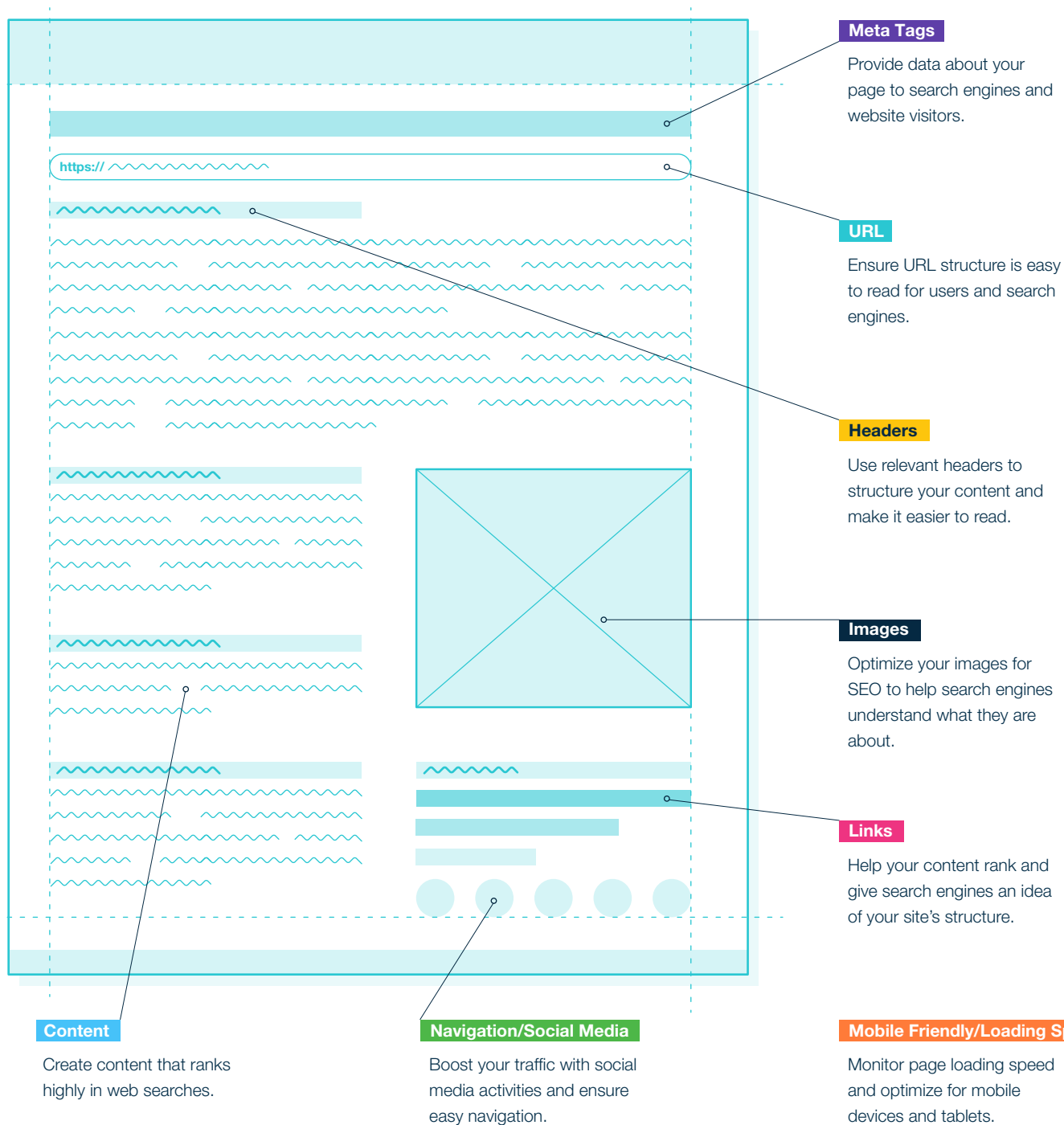




# On-Page SEO

There are many factors to consider when assessing a web page for SEO. Here are some of the fundamental things to keep in mind:



## Meta Tags

Provide data about your page to search engines and website visitors.

## URL

Ensure URL structure is easy to read for users and search engines.

## Headers

Use relevant headers to structure your content and make it easier to read.

## Images

Optimize your images for SEO to help search engines understand what they are about.

## Links

Help your content rank and give search engines an idea of your site's structure.

## Content

Create content that ranks highly in web searches.

## Navigation/Social Media

Boost your traffic with social media activities and ensure easy navigation.

## Mobile Friendly/Loading Speed

Monitor page loading speed and optimize for mobile devices and tablets.

## Meta Tags - Provide data about your page to search engines

- Ensure Your Meta Description Isn't Too Short / Too Long - A lengthy meta description may prevent users from being able to quickly determine what content they can expect to find on the page, while a short meta description may not offer sufficient detail to effectively communicate the page's content to users. As a general rule, try to keep your meta description between 50-160 characters.
- Include Meta Keywords That Are Relevant to the Page - Relevant meta keywords help to tell search engines a page's topic.
- Title - Ensure keywords are related to the page topic contained in HTML title tag.
- Do Not Add a 'No Index' Tag - Applying a noindex tag will result in your page not being indexed by automated internet bots.
- Do Not Add a 'NoFollow' Tag to Links - Applying a no follow tag to a link instructs search engines to ignore it.

## URL - Ensure URL structure is easy to read

- Ensure the Page URL Is Included in your Sitemap - Web pages that you want users to see and to be ranked in google should always be included in your sitemap.
- Identify and Use Keywords - Research which words are used to find your content and use the key anchor keywords in your URL slug.

## Headers - Use relevant headers to structure your content

- Ensure Your Page Is Not Missing H1 Headers with Relevant Keywords - These provide structure and make your content easier to read.
- Make Sure That Headlines and Subheads Use Header Tags with Relevant Keywords. - These tags should contain keywords related to the core topic.
- Include Helpful Subheadings - Subheadings should provide a useful summary of what is contained on the page.
- Don't Include Multiple H1 Headers on the Page - This may confuse readers, who will often take them to be titles even if they are not.
- Don't Use the Same H1 Header on More Than One Page - Using identical H1 headers on multiple pages is likely to confuse visitors, and particularly screen reader users.

## Images - Optimize your images for SEO

- Ensure Images Have Alt Text - Applying alt text to images helps search engines to understand what they are about and rank your page accurately. Focus on creating information-rich, useful text that accurately communicates the image subject matter.



## About Monsido

Monsido is a fast-growing software company founded in 2014 that provides a one-stop web governance solution designed to give website visitors a superior browsing experience. Our time-saving auditing tool provides accurate and insightful information that helps organizations work with confidence to identify accessibility and quality assurance issues. This enables them to optimize their online presence and ensure compliance with legal requirements. Monsido has offices in the United States, Australia, and Denmark. For more information, visit [www.monsido.com](http://www.monsido.com)

### Links - Help your content rank and give search engines an idea of your site's structure

- Interlinking - Improve the user experience by adding internal links with natural text that point to your other pages. Read more about the importance of link architecture here: <https://webmasters.googleblog.com/2008/10/importance-of-link-architecture.html>
- Avoid Using Too Many External Links - Avoid links being declared as spam and discourage visitors from 'bouncing' away by providing a limited number of links that are both relevant and useful.
- Don't Use Hidden Links or Hidden Text - Using text or hyperlinks that are visible to search engines but not users is considered spam and could result in your site being banned from search engines.
- Don't Sell or Buy Do-Follow Links - Search engines love natural links and may ban you for buying or selling links from other sites to gain backlinks.

### Mobile Friendly / Loading Speed - Monitor loading speed and optimize for mobile devices

- Mobile Friendly - Ensure that your page works optimally on mobile devices. Read about Google's mobile-first indexing to find out why this is more important than ever: <https://webmasters.googleblog.com/2018/03/rolling-out-mobile-first-indexing.html>
- Loading Speed - Ensure your page loads quickly and regularly check its loading time. Check your page's loading speed now: <https://developers.google.com/speed/pagespeed/insights/>

### Navigation / Social Media - Boost your traffic with social media activities and ensure easy navigation

- Easy Navigation - Visitors should be able to find the content they are looking for in approximately three mouse clicks.
- Utilize Social Sharing Buttons - Make it easy for visitors to share your content.

### Content - Create content that ranks highly in web searches

- Ensure Page Title Is Unique- Ensure the page has its own unique title that is different from your other web pages.
- Provide Quality Content - Try to ensure that the page contains quality, well written content.
- Provide Vertical Content - Create targeted content focused on areas relevant to your visitors.
- Provide Answers - Create content that can be used directly as answers in featured snippets.
- Avoid Stuffing - Words you want pages to be found for should not be used excessively.
- Don't Hide Keywords - Words you want pages to be found for should not be "hidden" with colors or design. Use Monsido's Color Contrast Checker to see if keywords are clearly distinguishable: <https://monsido.com/tools/contrast-checker>

