

ONPAGE & OFFPAGE SEO

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ONPAGE

SEO?

SITEMAP

A sitemap is a structured list of all pages on a website available to be crawled by search engines.

E.g. <https://www.xml-sitemaps.com/>

According to Google following are the benefits of sitemap :

- ▶ Large websites with hundreds or thousands of pages
- ▶ New sites with little or no backlinks
- ▶ Websites that don't have many internal links (e.g. they contain pages with no internal links)

HTTP & HTTPS


The security of your website's visitors should be a priority for you. There's really no excuse for not using an SSL certificate these days.



Website with https://



 https://ershairykalra.com

Website with http://



 Not secure | notsecure.com 

You can use this site for free SSL Certificate

► <https://infinityfree.net/>

Mobile-Friendliness

As of 2019, Google uses mobile-first indexing. It means that most of the websites are crawled and indexed in their mobile version instead of the desktop version. Having a **mobile-friendly website is an essential SEO task**. In practice, it means:

- ▶ A responsive layout
- ▶ Menu that is easy-to-navigate on mobile devices
- ▶ Compressed images
- ▶ A readable font

Check this URL for Mobile Friendliness of your site

- ▶ <https://search.google.com/test/mobile-friendly>

Page speed

Page speed is one of the most important aspects of technical
Nobody is willing to wait more than a couple of seconds for a page to load.

- ▶ page speed is a confirmed ranking factor.
- ▶ There are many useful tools that will help you measure your page speed and find the most common page speed issues.

Namely:

- ▶ [Google PageSpeed Insights](#)
- ▶ [GTMetrix](#)

Best practices For good page speed

- ▶ Use a quality web hosting
- ▶ Limit third party-scripts
- ▶ Optimize your images
 - ▶ Use the right file type
 - ▶ Resize your images
 - ▶ Compress your images

Image alt texts

Image alt text (also called alt tag) is a piece of text in the HTML code that describes the image and appears if the image can't be loaded.

- ▶ From the **SEO point of view** - alt text provides better context for crawlers since they can't "see" your image. To write a good alt text, you should:
- ▶ **be descriptive** - describe the image in the best way possible
- ▶ **keep it short** - 5 to 10 words should be just fine

Title tags and meta descriptions

They are displayed in the search results or when the page is shared on social media. Like This

<https://ershairykalra.com> ▼

ShairyPortfolio - Platform for Earning while Learning

Best IT Company in Ludhiana which provide complete web designing and web development, software development within your budget.

You've visited this page 2 times. Last visit: 28/3/21

Tips to write a good title tag and meta description:

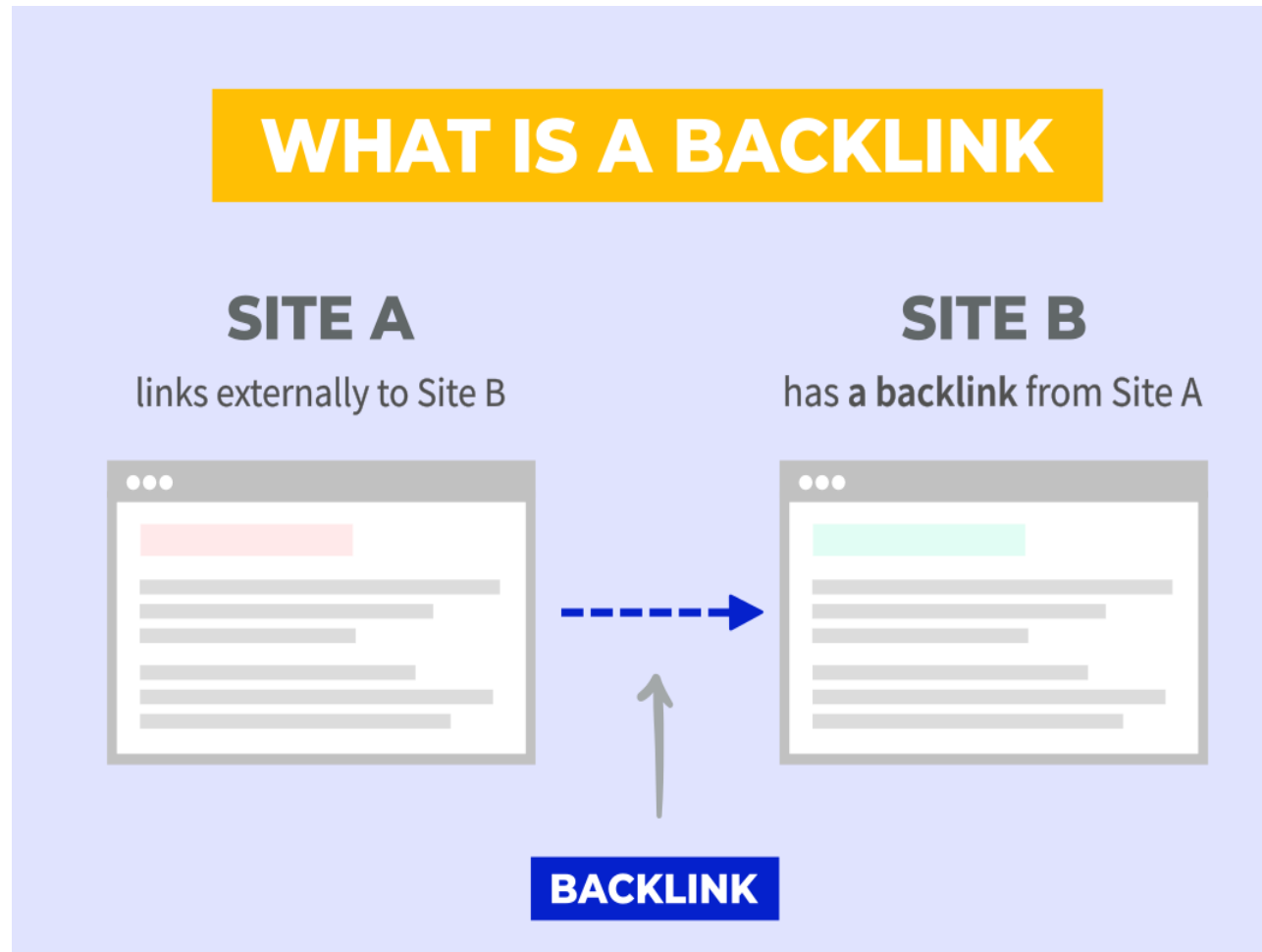
- Include the focus keyword
- The length limit is 600px for a title tag and 960px for a meta description

OFFPAGE

SEO?

What is a backlink?

A backlink is a link from one page to another. If page A links to page B, we say that page B has a backlink from page A.



Google PageRank - PR

Google created an algorithm called PageRank to incorporate the quality and quantity of backlinks into its ranking system and determine the relative importance of web pages in search results. The three factors that influence the PageRank of a page are:

- ▶ **Number of backlinks**
- ▶ **Number of links on the linking page**
- ▶ **PageRank of the linking page**

Types of Links

▶ Internal vs. external links

An internal link is a link from one page to another within the same website, while an external link is a link from an external website.

▶ Nofollow links

A **Nofollow links** are links with a `rel="nofollow"` HTML tag applied to them. The `nofollow` tag tells search engines to ignore that link. Because **nofollow links** do not pass PageRank they likely don't impact search engine rankings.

OFF PAGE SEO TECHNIQUES

- ▶ Local Listings
- ▶ Social Bookmarking Sites
- ▶ Directory Submission
- ▶ Article Submission
- ▶ Question and Answer
- ▶ Video Submission
- ▶ Image Submission
- ▶ Use Google My Business