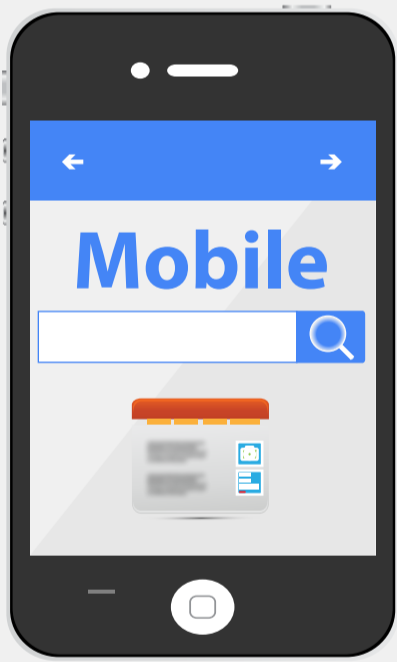


# On Page Search Engine Optimization

<https://www.rankya.com/seo/How-to-SEO-for-Beginners>

Web Page Name

<pre>&lt;title&gt;How to SEO for Beginners - SEO Simplified&lt;/title&gt;</pre>	<p>Title (Think! keywords &amp; CTR)</p>
<pre>&lt;meta name="description" content="How to SEO for Beginners explains how to do search engine optimization for Google ranking results. Learn about SEO at RankYa, video tutorial included" /&gt;</pre>	<p>Meta Tags (Describe Page &amp; use keywords)</p>
<p>Menu    Menu    Menu    Menu</p>	<p>Nav Menu (easy to find &amp; use)</p>
<pre>&lt;h1&gt;Here's How to Rank Easier in Google&lt;/h1&gt;</pre>	<p>Heading Tags for Attention Grab</p>
<p>Higher the keywords in the above the fold, more importance is placed on them by Google. If possible use keywords in the order you are targeting them</p>	<p>Write for people first, and not Google, only then include keywords</p>
<pre>&lt;h2&gt;How to On Page SEO - The Easy Way&lt;/h2&gt;</pre> <p>Make sure that your web copy contains <b>synonyms / variations</b> also known as related words.</p>	<p>Mix Keywords in h2, h3, h4, h5, h6 Include synonyms for relevance</p>
<pre>&lt;img src="google-search-query-syntax.jpg" alt="Google Search Operator INURL syntax" title="advanced search query inside an internet search box icon" /&gt;</pre> <p>Use internal linking for improving relevance of keywords <b>SEO</b> - - - - -</p> <pre>&lt;a title="SEO" href="https://www.rankya.com/category/seo/"&gt;SEO&lt;/a&gt;</pre>	
<p>Clear CTA Large Buttons Work Better</p>	<p>Each Page Should Have Clear CTA's</p>



```
html { font-size:16px; }
body p { font-size:1rem;
line-height:1.5; }
*{text-rendering: optimizeSpeed}
p{text-rendering: optimizeLegibility}
body{font-display:swap}
```

Simplicity = Better Usability = Higher Conversions

- Bite Size Chunks Text Area
- Balanced WhiteSpace = Improves Readability
- Clearly Visible CTA's
- Web Forms? Minimum fields
- Small size compressed img

`<a href="URL" title="ImportantKeyword">ImportantKeyword</a>`

`<a href="URL" title="DifferentKeyword/s">DifferentKeyword/s</a>`

`<a href="URL" title="KeywordSynonyms">KeywordSynonyms</a>`

