On Page SEO Simplified by RankYa

www.rankya.com/seo/practical-SEO-tutorial-PDF/ | **Structure URL & Include Keywords**

`<title>`Practical SEO Tutorial PDF- Search Engine Optimization PDF`</title>` | **Title (Keywords & CTR)**

`<meta name="description" content="`
Practical SEO tutorial pdf format, highlights how to do search engine optimization for top Google rankings. Learn how to SEO easily, video lesson is included" /> | **Meta Tags (Describe page & include keywords)**

Nav Menu (easy to find & use)

`<h1>`Here's to Your Success SEO Made Easy by RankYa`</h1>` | **Heading Tags Grab Attention**

Higher the <u>keywords</u> in above the fold, more importance is placed on them by Google. If possible use keywords in the order you are targeting | **Write for people first, and not Google, only then include keywords**

`<h2>`How to On Page SEO - The Easy Way`</h2>`
Include synonyms / variations also known as related words. Chunk content area for improved readability | **Mix Keywords in h2, h3, h4, h5, h6**

Include synonyms for relevance

`<img src="`includekeywords.jpg"
alt="use alt attribute, its indexable" />
Compress images
Resize them correctly
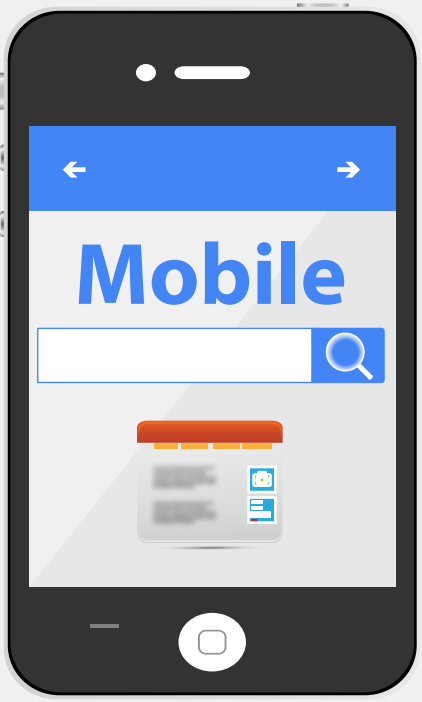Lazyload

Use internal linking for improving relevance of keywords SEO

`<a title="how to SEO" href="https://www.rankya.com/category/seo/" >`SEO`</a>`

Each Page Should Have Clear CTA's

HTML footer section usually is the same throughout the entire website. But when includes pieces of UNIQUE content, Google rankings will be higher

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Mobile

Simplicity = Better Usability = Higher Conversions

Bite Size Chunks Text Area

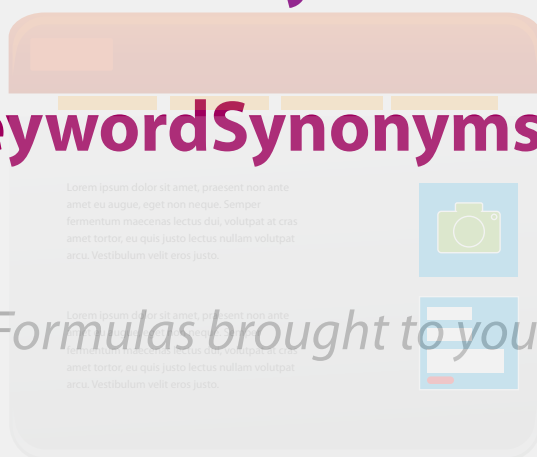**Balanced WhiteSpace =**
Improves Readability

Small size compressed img

Clearly Visible CTA's

Web Forms? Minimum fields

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

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

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

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