



1. Page speed

- Use [Google's PageSpeed insights](#) to measure your site's current load times
- Leverage [Google's PageSpeed insights](#) suggestions to improve your load times

2. User-friendly content

- Create user-friendly content that attracts and engages readers
- Optimize user content by breaking up content into smaller paragraphs, using visuals, and limiting jargon

3. Relevant keywords

- Conduct detailed [keyword research](#)
- Avoid keyword stuffing

4. Title tags and meta descriptions

- Optimize title tags and meta descriptions

5. Images and other visual elements

- Add images, videos, infographics, and other visual elements

6. Internal Links

- Ensure the anchor text accurately represents the page you're linking out to

7. Site accessibility

- Optimize your site for mobile devices

8. URLs

- Create a clear and well-worded URL that gives users and search engines the page's context

For example, <https://www.seo.com/basics/on-page-seo/> is a clear and contextually correct URL for a page discussing on-page SEO basics.

Boost your rankings efficiently with a full-service SEO partner

Off-page and on-page SEO are just the tip of the SEO iceberg. You still need to optimize your site for local, voice, AI, and other specialized search types. A [full-service SEO partner](#) like WebFX, our parent company, provides you with all SEO services you need to ensure you're ranking high on every platform that matters for your business.

[Request a free quote today](#) to start your journey to a higher website ranking!