



Your Festive On-Page SEO Guide

By CEB Creative

A useful guide on how to perfectly optimise your website pages and posts. Below you can find 12 festive On-Page SEO tips that search engines and users will love.

SELECT YOUR KEYWORD

Always use one! Make sure your keyword is unique (you haven't used it before) and relevant to the content you are about to post.



GET YOUR KEYWORD IN YOUR TITLE TAG

Your title tag is super important for on-page SEO. Try to get it in at the beginning of the title tag.



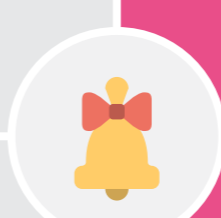
MAKE YOUR URL SEO FRIENDLY

Don't use long or complex URLs. Keep them short and try to always include your focus keyword. Shorter URLs tend to rank better in Google.



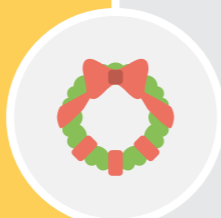
ADD BUZZ WORDS TO YOUR POST TITLES

Words like "Top 10", "2017", "best", "guide" and "review" all help you rank for long tail versions of your target keyword.



ALWAYS PUT YOUR TITLE IN AN <h1> TAG

The <h1> tag is your "heading tag" and most content management systems like WordPress automatically add the H1 tag to your posts title. All CEB Creative sites use the <h1> tag for the title as this is considered good SEO practice. It also resolves the issue for the user in terms of knowing how to use the <h1> tag correctly.



MAKE THE MOST OF MEDIA

WordPress can handle video content just as well as images and files like PDFs. Take advantage of this and spice up your posts with multimedia.



USE YOUR <h2> TAG FOR ALL YOUR SITE SUBHEADINGS

Include your target keyword in these as well as your post or page title. Only use the <h2> tag once per post or page.



SCATTER YOUR KEYWORD IN THE FIRST 100 WORDS

Try to always include your keyword in the first paragraph of your post or page. Scatter the keyword and associate keywords sporadically throughout the first 100 words of your post or page. Keyword density within the body copy of the page should be between 4-5%. Use this as a guide and remember to write naturally.



ADD ALT TAGS TO ALL IMAGES

This is something that often gets overlooked but it's so important to remember to add your 'alt' attribute tags to any images you use within your post. WordPress makes it easy to add an 'alt' tag in the media library. Make sure to add the keyword to the alt tag where ever possible. You should also edit the titles of the image to ensure they are SEO friendly and don't contain any special characters.



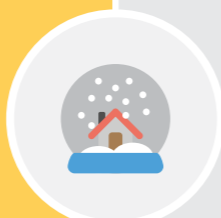
INCLUDE INTERNAL LINKS

Add a couple of links to other relevant posts or pages on your website. This is a great way to promote and share other content and increase a pages authority within SERPs.



SHARE IT FAR AND WIDE

Use social sharing buttons to encourage users to share your content on social media. The more people see your content, the more likely they are to share it too.



ADD OUTBOUND LINKS

Consider linking to relevant 3rd party content from your post or page. Pages with good outbound links often rank higher than pages without outbound links.



I hope you liked my festive On-Page SEO infographic. If you would like more help and advice on the best way to optimise your website content or need an infographic for your own site, contact me today.
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For your first website or to move an existing site to WordPress, contact CEB Creative -

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