ON PAGE OPTIMIZATION

➡ On page optimization (on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

➡ Examples of this include measures to optimize the content or improve the meta description and title tags.

➡ The following list attempts to cover the majority of the most common elements, sorted into four main areas:

1. Technical optimization

➡ There are three main technical components of a [website](#) that can be optimized

Server speed:

➡ As website load times are considered by search engines as part of their evaluation for ranking purposes, speeding up server response times is an important part of onpage optimization.

Source code:

➡ An efficient source code can contribute to improved website performance. Superfluous functions or code sections can often be removed or other elements can be consolidated to make it easier for the Googlebot to index the site.

IP addresses:

- These can be used to find out if, for example, you have a [Bad Neighborhood](#) issue. Ideally, you should always have a unique IP address for each web project. This signals to Google and other search engines that the website is unique.

2. CONTENT

- Content, in this context, doesn't only refer to visible on-screen elements like texts and images. It also includes elements that are initially invisible, such as [alt-tags](#) or meta information.

Text:

- For a long time, text optimization was conducted on the basis of [keyword density](#).
- The aim of text optimization should always be to create a text that is not only built around one keyword, but that covers term combinations and entire keyword clouds in the best way possible.

Graphics:

- All images are important content elements that can be optimized.
- They can help to increase the relevance of the content and well-optimized images can rank on their own in Google's image search.
- At the same time, they can increase how attractive a website appears to users.

Videos:

- Much of what applies to images also applies to videos.
- SEOs and webmasters should pay particular attention to ensuring that audio-visual content offered on their pages can actually be viewed by users.

Criteria	Short Tail Keywords	Long Tail Keywords
Number of Words	1-2 words	4 or more words
Keyword Goal	Broad traffic	Targeted traffic
Traffic Volume	High	Low
SEO Competition	High	Low
Conversion Rate	Low	High
PPC Ad Cost	High	Low
Search Intent	To find general information on a topic	To find very specific information on a topic
Total Search Traffic	30% of search queries	70% of search queries