GoBeRewarded On-Page SEO Factors

- **Meta Tags**: HTML Head items that provide data about your website to search engines and viewers. Each page should have unique tags. Below are the tags important to website SEO.
  
  o **Title**: This is the first part of your website seen by viewers and search engines. It is an HTML Head element that is displayed on your Google results, the top of your browser (current tab), and in some ads. A Title tag should contain keywords and the brand name. The first letter of every word should be capitalized. There is no set character limit, but for visual appeal, tag should not exceed 60 characters. Put important keywords first. Do not overuse keywords.
  
  o **Meta Description**: An HTML Head element that allows a short description of your website that will be seen in search results. Again, there is no formal character limit but most search engines will truncate after 160 characters (Duda suggests 155). Should be descriptive but short. Meta descriptions are NOT a search engine ranking factor, but help users find and categorize your website on search engines.

- **Images**: While images themselves don’t add to your ranking, several of their attributes are parsed and ranked. Images also help create better content flow and keep visitors on your site longer.
  
  o **Alt Text**: Allows search engines to see your images and rate them as content. Also, generally viewable to visitors when the mouse hovers over the image. Keep concise and descriptive. Do not overuse keywords.
  
  o **File Name**: Search engines want to know what the image is about by reading the file name. This is one more chance to relevantly use your keywords.
  
  o **Image Size**: Images should be optimized for their use on the page. The smaller the images, the faster the site. Keep images below 1MB. See Page Load Time.

- **H1, H2, etc. Tags**: Act as content headlines and allow you to reuse keywords, organize your pages, and guides visitors and search engines through your website. H tags should be unique from eachother and the Page Title. Use hierarchically and at least H1 and H2 on every page.

- **Content**: The more content the better. But quality over quantity. Search engines prefer relevant, quality information over fluff, like keyword stuffing.
  
  o Quality content is judged according to relevance, natural usage of keywords, and keyword synonyms, readability and sentence structure, relevant internal and external links, and formatting, including headings and image tags.

  o There is no agreed upon optimum keyword density percentage and in 2017, this is less important than other practices. Try using the primary keywords naturally within the first 100-150 words of content. Using too many keywords and too densely can still hurt your
Keep content fresh and unique on every page. Content that is too similar between pages can cause search engines to see a duplicate and harm that page’s search engine rating.

- **Links**: Search engines and visitors both appreciate linking between pages on your website (internal) and relevant pages outside your website (external). This proves your content is relevant and has quality. Internal links are a much higher priority.

- **Responsive Design**: Be sure website is mobile-friendly and displays well on a PC monitor, tablet, and mobile phones. It also just makes for good design practice. Google does rank websites negatively for non-responsiveness. Every website built on the Duda platform incorporates a responsive framework.

- **Page Load Time (Site Speed)**: The faster a site loads, the more likely a visitor is to stick around and click around (low bounce rate). Google has also stated that site speed effects is included in their rankings algorithm. 4 seconds or faster is the goal. Compress images and use premium hosting servers to ensure fast sites. Websites built within the Duda platform are lightning fast.

- **Social Media**: Social Media links don’t necessarily help with search engine ratings, but they do provide more social sharing which can result in more visitors.

- **URLs**: Easy to read URLs are better for both visitors and search engines. If you didn’t have the Title to describe the site, the URL should still provide a clear page destination. Hyphens between words keep the URL easy to read.

- **SSL**: Obtaining a security certificate primarily ensures that the data passed through your website is secure. Securing your website via HTTPS gives a minor search engine rating boost and helps visitors feel more secure visiting and entering their personal information on your site. All GoBeRewarded websites include an SSL certificate for the primary domain.

- **Schema Structured Data**: Using Yext Knowledge Tags, we can embed structured data to any website. Structured data helps search engine’s read and understand the purpose of your website.

- **Website Sitemap**: Website sitemaps are technically not part of On-Page SEO, but are a useful and easy SEO factor that every website owner should take advantage of. Website sitemaps help Search Engine bots see a clear picture of your website layout. It is important to build a sitemap and submit it Google and other search engines.

References
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