

6 CORE ON-PAGE SEO TACTICS THAT GUARANTEE SUCCESS

SEO: What's the Secret?

When it comes to search engine optimization there are no shortcuts. Successful SEO campaigns take time and are compiled of on-site, off-site and technical efforts. Although Google won't reveal the secret of their ranking algorithm, numerous studies and research have discovered certain tactics that improve rankings. Here are 6 core on-page SEO tactics that can help pave the way to ranking success:

✓ Title Tag

The title tag of your page is displayed in search engine results pages (SERPs) as the clickable headline. This should be an accurate description of the page's content and be approximately 60 characters in length.

✓ Meta Description

The meta description appears below your title tag in SERPs and is a great place to further describe your page and include a call to action (i.e. learn more, click here, request a quote). Should be approximately 155 characters in length.



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✓ Heading Tags

Heading tags are used to break up your content and summarize a section of content. There are six heading tags – h1, h2, h3, etc. The h1 tag is the most important and there should only be one on a page. H2's and H3's are usually used as subheadings and can be used multiple times.

✓ Content/ Keywords

Content is king. Google loves unique, in depth content. Try to have 500-1,000 words of unique content on every page and be sure to include keywords, but don't stuff in too many keywords.

✓ Internal Links

Internal links are hyperlinks that point to other page's on the same website. Try to use descriptive keywords in your anchor text and include 2-3 internal links on each page.

✓ Image Alt Text

Alt tags are used to describe an image on a page. Describe the image to search engines since they can't visually see what it is.



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