



# SEO

Tutorial | 100% Free

Rand Fishkin, Co-founder MOZ

By

**Shailesh Chaudhary**

 **SHAILESH**

*Good SEO work only gets better over time. It's only search engine tricks that need to keep changing when the ranking algorithms change.*



**Jill Whalen**

[whatdidyoudowithjill.com](http://whatdidyoudowithjill.com)

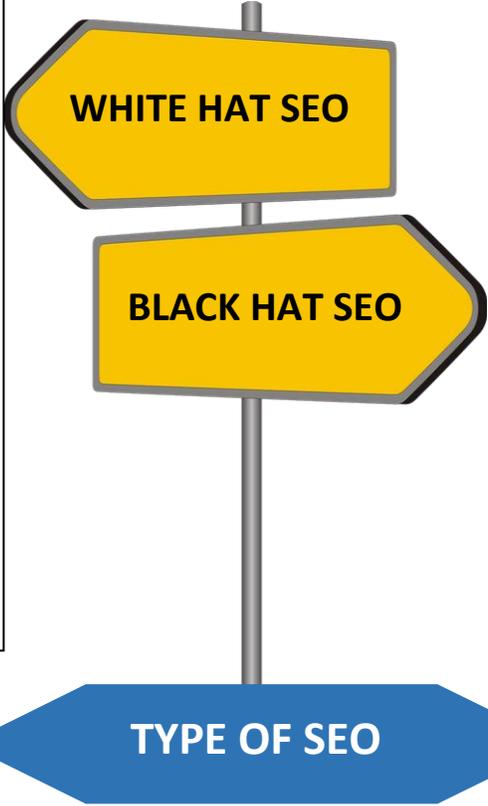
*Content is anything that adds value to the reader's life.*



**Avinash Kaushik**

[kaushik.net](http://kaushik.net)

- Mobile First Indexing
- User Experience
- Schema Markup
- High Class Link Building
- Relevant Content
- Image with Alt Tag
- Relevant Meta Tags
- SEO Value Ladder
- Page Speed Optimization

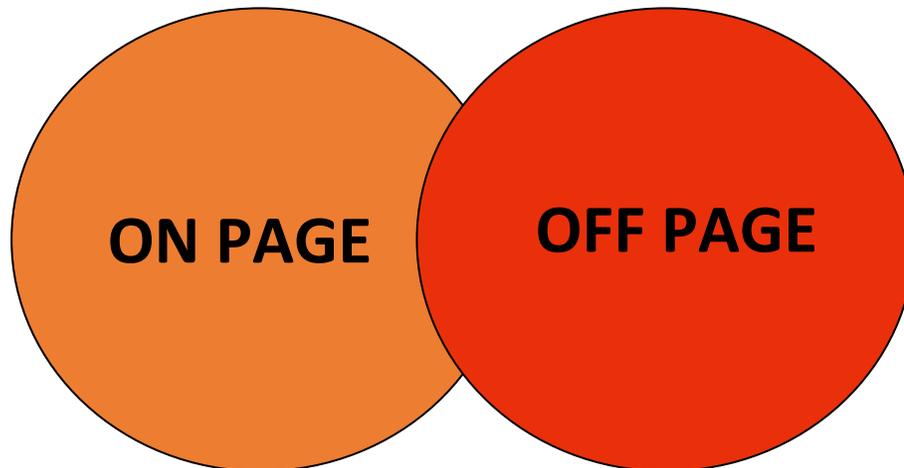


- Paid Links
- Spam Comments
- Duplicate Content
- Article Spinning
- Cloaking
- Doorway Pages
- [Keyword Stuffing](#)
- Invisible Text

**Note:** Here, we will learn about complete **white hat SEO** technique.

*“White Hat SEO is the “organic” or “natural” way to optimize any web page that adheres to all search engine webmaster guidelines.”*

**Note:** Two types of **SEO strategies** are used to optimize web pages on search engines.



According to Moz,

**On-page SEO** is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals. For those new to on-page SEO, we highly recommend reading [Rand Fishkin's A Visual Guide to Keyword Targeting and On-Page SEO](#).

On-page SEO has changed over the years, so it's important to keep up with the latest practices. Below is the latest post about **on-page SEO from the Moz Blog**, and we chosen our favorite resources to help you along your journey.

\*\*Credit Source: <https://moz.com/blog/category/on-page-seo>

**Bonus:** In Google IO 2019,

The Google webmaster team has clearly discussed about the some important onpage SEO factors.

- Link from one page to the others.
- Every page with unique URLs.
- Use Robot.txt
- Sitemaps(XML)
- RSS feed
- Structure Data
- Modern Chromium in Googlebot
- Mobile First Indexing
- Textual content
- Image (alt tag, size)
- Video (Supported format)
- Meta(title, description, indexing directive)
- Avoid separate URLs from mobile
- Responsive Websites (Must)



### **Benefits of on page SEO☺(By Quora)**

Benefit #1: Better Local Results

Benefit #2: Organic Inexpensive & Powerful Marketing benefits

Benefit #3: Permanent Value and feature snippet

Benefit #4: Timesaving

Benefit #5: Good UX improve organic conversion rates

Benefit #6: Improve CTR

Benefit #7: More Organic Traffic Sources

Benefit #8: Leverage Long Tail Keywords

Benefit #9: Optimize Page Speed

Benefit #10: Uniqueness and search engine friendly

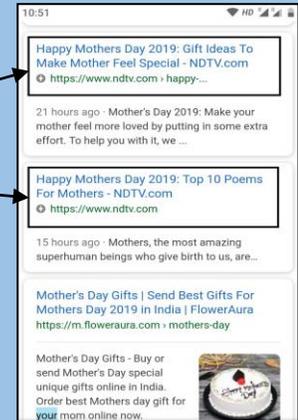
# ON PAGE SEO

## 1. Mobile First Indexing

Mobile responsive website cover 50% of complete web pages on SERPs that huge amount. So you have to make a website responsive first.

Is your website mobile friendly? <https://search.google.com/test/mobile-friendly>

AMP



## 2. Robots.txt

Robots.txt is a text file webmaster and SEO expert create to instruct search engine bots or web robots, how to crawl the web page.

Example- <https://ishailsh.org/robots.txt>

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /wp-admin/
Disallow: /readme.html
Disallow: /comments/feed/
Disallow: /trackback/
Disallow: /index.php
Disallow: /xmlrpc.php
Disallow: /wp-content/plugins/
Disallow: /feed/
Disallow: */feed/
Disallow: */?
Disallow: /?
Allow: /wp-content/uploads/
User-agent: Mediapartners-Google
Allow: /
User-agent: Googlebot-Image
Allow: /wp-content/uploads/
User-agent: Googlebot
Allow: /wp-content/uploads/
User-agent: Adsbot-Google
Allow: /
User-agent: Googlebot-Mobile
Allow: /
Sitemap: https://ishailsh.org/sitemap_index.xml
```

User agent

User-agents to not crawl any of these pages

Google Crawlers

<https://support.google.com/webmasters/answer/1061943?hl=en>

Lots of instructions are there you can use according to requirements. But remember that Robots.txt is not for beginners SEO professional. If you are beginner need to watch [ishailsh complete video tutorial over Robots.txt](#)

What are robots.txt used for today?

User-agent: \*

Sitemap: <https://ishailsh.org/sitemap.xml>

### 3. Meta Tags

Meta and Title tags are a great way for webmasters or SEO professionals or Bloggers to provide search engines (Google, Bing, Yahoo) with information about their sites. Meta tags are added to the <head> section of your HTML page.

A standard title and Meta tags are,

```
<html>
<head>
  <meta name=viewport content="width=device-width, initial-scale=1">
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="Description" CONTENT="Shailesh Chaudhary: SEO professionals, 4 years
experience, On page SEO, Off page SEO, ppc, social media marketing. Visit for more
ishaillesh ">
<title>Shailesh Chaudhary - SEO Professional India</title>
```

- Use target keyword in Meta tags and title.

### 4. Heading Tags (H1)

H1 Heading tag is pretty important for SEO, usability, and accessibility. First of all, Googlebot or Google Spider checks out how much heading is in your content and in what format. Online Content Writing has its own heading structure, according to which you have to write an article.

- One Web page should contain only one H1 heading.
- <h1>-----</h1>

### 5. Content

Keep your content simple and readable and these SEO content writing tips will help you create better content.

- Write Simple & Creative Title (Exp. [3 SEO मंत्र - Complete SEO Guide in Hindi](#))
- Use long tail and LSI keywords in content .
- Focus on keyword density and prominence during content writing, always choose right place to put your keyword.
- Try to write detail text content up to 3000 words in length .
- Use relevant images and supported format videos .

### 5. Page speed

Page speed can be described in either "page load time" (how long it takes for your browser to receive the first byte of information from the web server). (By Moz)

You can evaluate your page speed with

<https://developers.google.com/speed/pagespeed/insights/>

Here are some of the many ways to increase your page speed:

- Minify CSS, JavaScript, and HTML
- Enable compression & Reduce redirects
- Remove render-blocking JavaScript
- Improve server response time & use CDNs

## 6. Data Structured

All major search engines encourage webmasters and SEO professionals to use data structured. It helps Google to easily understand the page content, and webmasters also get many other benefits of data structured.

- Rich search results
- Improve CTR
- Knowledge Graph
- Improve ranking
- Rich results for AMP

There are several ways to use data structured such as ARTICLE markup to specify Title, images, author, price and description.

```
<script type="application/ld+json">{
```

```
"@context": "https://schema.org",
```

```
"@type": "NewsArticle",
```

```
"mainEntityOfPage": {
```

```
"@type": "WebPage",
```

```
"@id": "https://google.com/article" }
```

Article url

```
},
```

```
"headline": "Article headline", }
```

Title

```
"image": [
```

```
"https://example.com/photos/1x1/photo.jpg",
```

```
"https://example.com/photos/4x3/photo.jpg",
```

```
"https://example.com/photos/16x9/photo.jpg"
```

Related Images

```
],
```

```
"datePublished": "2015-02-05T08:00:00+08:00",
```

```
"dateModified": "2015-02-05T09:20:00+08:00", }
```

Date and Time

```
"author": {
```

```
"@type": "Person",
```

```
"name": "Shailesh Chaudhary" }
```

Author Details

```
},
```

```
"publisher": {
```

```
"@type": "Organization",
```

```
"name": "Google",
```

```
"logo": {
```

```
"@type": "ImageObject",
```

```
"url": "https://google.com/logo.jpg"
```

```
 }
```

```
},
```

```
"description": "A most wonderful article" }
```

Short description

```
</script>
```

**Read – [SEO Content Writing, Link Building and Keyword Research Unlimited Free In Hindi](#)**

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