6 Ways to Instantly Improve On-Page SEO

1. Choose a great headline. There are two things that make a headline great. One is that it is attention-grabbing and entices viewers to visit your page. The other is that it contains the keyword or phrase you want to optimize the page for. This will help search engines rank your page as more relevant for certain search queries and will therefore make them more likely to display your page in the search results for those queries. Using other formatting such as sub-headlines and bolded text can also help search engines figure out what's important on your page.

Here, the headline is optimized for the keyword "internet marketing." The sub-headline includes "marketing on the web," and the bolded text uses the phrase "internet marketing strategy." This structured keyword placement shows search engines that this page is highly relevant for search terms like "internet marketing."

2. Keep the URL clean. We've all seen those messy URLs with endless strings of numbers, letters, and symbols. As long as you have the option, avoid those at all costs. Search engines look at your website's URL as part of their attempts to understand your content and index your page. Choose a simple, organized URL that uses keywords to indicate the topic of your page and help your page rank higher for it.

3. Provide information about your images. Images are an excellent way to make your website more appealing to your visitors, and if you use them correctly, you can also make your website more appealing to search engines. There are two things you can do to provide information about images and photos to search engines. One is to give the image a relevant file name, such as how-to-use-facebook-ebook.jpg, instead of pic12345.jpg.

The other is to use alt tags, which are snippets of code that allow you to tag each image with a short piece of text. The file name and alt tag information for an image is stored in the HTML of the web page, so search engine bots pick up on it. Make sure to include keywords!

4. Choose keyword-rich title tags and meta descriptions. A ‘title tag’ is just a fancy term for the name of your page. It’s what shows up on the tab of your browser when you have the page open and also what is displayed as the headline (or blue link) when your page is listed in the search results. The cap is 75 characters, so choose carefully!

The meta description of your page is the short description that shows up beneath the title tag and URL in your listings on search results pages. These are limited to 150 characters, so again, make sure you include some keywords to help improve your rank.

5. Use header tags. These are another great tool for indicating to search engines which keywords and phrases are most important, since they allow you to create headlines of different sizes. So, for example, search engines know that text within an 'h1' tag is slightly more important than text in an 'h2' tag, and far more important than text in an 'h6' tag.

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<div id="tagline">
        <h1>Inbound Internet Marketing Blog</h1>
        <h2>SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics</h2>
</div>
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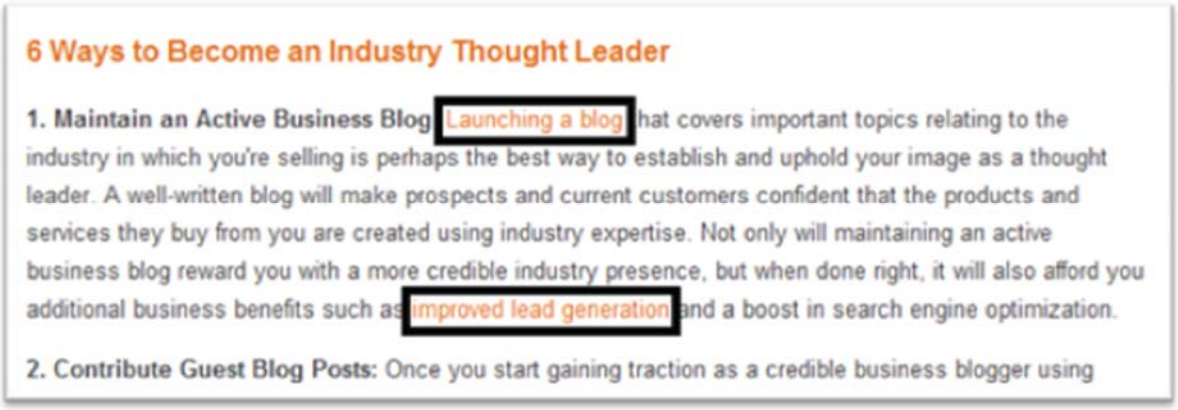
6. Do some internal linking. When creating content for your page, you can link to some of your other pages as well! This will not only help your visitors find more of your content, but you can also use the anchor text (the text you link on) to provide search engines with clues about the keywords for that page.



6 Ways to Become an Industry Thought Leader

1. Maintain an Active Business Blog Launching a blog that covers important topics relating to the industry in which you're selling is perhaps the best way to establish and uphold your image as a thought leader. A well-written blog will make prospects and current customers confident that the products and services they buy from you are created using industry expertise. Not only will maintaining an active business blog reward you with a more credible industry presence, but when done right, it will also afford you additional business benefits such as improved lead generation and a boost in search engine optimization.

2. Contribute Guest Blog Posts: Once you start gaining traction as a credible business blogger using

For example, here, the search engines will see that the link with the anchor text "launching a blog" must be relevant to keywords about blogging, and the link for "improved lead generation" must be relevant to keywords about lead generation.

Now you know how to talk the talk with search engines, so what are you waiting for? Get optimizing, and amp up that on-page SEO!