

# ON-PAGE SEO STRATEGY

**NOTE: THIS STRATEGY IS IMPORANT FOR WHAT HAPPENS ON THE LANDING-PAGES.**

## TITLE TAGS:

- Craft catchy and descriptive titles for each page.
- Include relevant keywords to tell search engines what your page is about.

## HEADING TAGS:

- Use clear and organized headings (H1, H2, H3) to structure your content.
- Headings should give a snapshot of what each section is about.

## CONTENT QUALITY:

- Create engaging and valuable content that solves a problem or answers a question.
- Use a mix of text, images, and multimedia to keep visitors interested.

## KEYWORD OPTIMIZATION:

- Integrate your target keywords naturally within the content.
- Avoid keyword stuffing – make it sound natural and helpful.

## USER-FRIENDLY URLs:

- Keep URLs simple, descriptive, and easy to read.
- Include relevant keywords in the URL when possible.

## INTERNAL LINKING:

- Link to other relevant pages within your site.
- Helps users navigate and improves the overall structure of your site.