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How to implement basic on-page seo

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Things you'll need

- Access to the site
- An understanding of your target audience
- Basic technical knowledge

When it comes to making the most out of the content and information you provide to your visitors, one of the best ways to ensure the required audience finds it is through the optimisation of your website pages and content. Here are the bare minimum on-site optimisation elements you should put on each of your website's pages or blog posts:

1 Title Tags

The Title Tag is the thing that tells the Search Engines about the page or post you have created – Think of title tags like the title of the chapter of a book. It tells people and search engines what your page is about.

Typically the Title Tags should describe the page in no more than 70 characters and include your business or brand name and any keywords that relate to that specific page only. It is essential that the most important information (Keywords) are placed first, the wording is kept short and you should never duplicate the tags – Google dislikes duplication and keywords stuffing! Read more around Title Tags implementation [here](#).

2 Meta Descriptions

Meta description tags are extremely important in gaining user click-through from SERPs. A Meta Description is like a mini synopsis, it provides users with a snapshot of what the content on the page is all about. It is the description that appears under a website when you search for that site on a search engine.

While not important to search engine rankings anymore creating a compelling description can make all the difference. You have no more than 160 characters to sell the page you have created and you want to write your meta description with a human audience in mind that includes the page's main keywords. Read more around Meta Description implementation [here](#).

3 Image Descriptions

Contrary to popular belief, images can be optimised for search engines – even though a search engine cannot recognise what's in the image it can understand the tags you associate with-it. An 'Alt Tag' is something that Google reads to find out how to index the image; you need to include a basic description of the image here as it is the most important section.

Create every image with a title, caption and alt text. Description is not important as it's not used by Google, but it worthwhile adding! It is also reasonable to create a relevant file name when uploading an image, read more about using and optimising images here.

Further information

These are just the basics optimisation best practices and it is vital that anyone responsible for a updating a website adheres to the process in order to maximise a sites potential to exposure in the SERP's. There are various platforms websites can be hosted upon so it is vital that the employee responsible gets to grip with how that platform works and operates – question regarding specific platforms can usually be address on various forums and video guides. One of the best beginners guide to seo was created by SEOMoz and can be found here: <http://moz.com/beginners-guide-to-seo>