

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, pink, and blue. A semi-transparent dark grey rectangle is overlaid on the right side of the image, containing white text. The text reads "SEO ON PAGE FACTORS - SEO Hong Kong". The city below is densely packed with buildings, and a prominent red tower is visible in the center.

SEO ON PAGE FACTORS - SEO Hong Kong

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SEO ON PAGE FACTORS - SEO Hong Kong

SEO INTRODUCTION

SEO HERO
THE BEST SEO IN HONGKONG

SEARCH ENGINE OPTIMIZATION PAGE FACTORS

Optimizing each web page for a specific keyword is something that every webmaster should be doing from the outset, though many don't.

META TITLE AND TAGS

The Meta Description on your website page does not have any influence on the way your website will rank within search results.

<h4>ALT ATTRIBUTE</h4> <p>THE ALT ATTRIBUTE IS THE "ALTERNATIVE TEXT" FOR YOUR IMAGES THAT ALLOWS YOU TO APPEAR IN A SEARCH ENGINE'S YOUR WEBSITE ON A MOBILE DEVICE THAT DOES NOT SUPPORT THAT IMAGE. IT PROVIDES ADDITIONAL OF "ALTERNATIVE" INFORMATION ABOUT THE PICTURE. THE TEXT CAN ALSO SERVE THE PURPOSE OF ALLOWING THOSE WITH VISUALS TO HAVE THE CHANCE TO READ A DESCRIPTION IF THEY ARE UNABLE TO SEE YOUR IMAGE APPEAR.</p>	<h4>XML SITEMAP</h4> <p>EVERY WEBSITE MUST PROVIDE A SITEMAP TO BOTH VISITORS AND SEARCH ENGINES. AS BOTH OF THEM ARE IMPORTANT FOR ITS ONLINE SURVIVAL, A GOOD SITEMAP SHOWS EACH WEBSITE'S PAGE IMPORTANCE, ITS RELEVANCE AND THEREFORE HELPS IN INCREASING VALUE OF A WEBSITE.</p>
<h4>WORLD WIDE WEB REDIRECTION</h4> <p>IF YOUR WEBSITE HAS IDENTICAL CONTENT IN TWO OR MORE PAGES OF THE SAME WEBSITE, THEN IT IS CONSIDERED AS DUPLICATE CONTENT. IN THE SEARCH ENGINES WILL PENALIZE THE OFFERING WEBSITE BY LOWERING IT IN THE SEARCH RESULTS. THE SEARCH ENGINES WILL CONSIDER THIS AS ATTEMPTS BY THE WEBSITE OWNER TO MAKE HIS SITE APPEAR TO BE HIGH IN CONTENT.</p>	<h4>CONTENT DUPLICATION</h4> <p>IF YOUR WEBSITE HAS IDENTICAL CONTENT IN TWO OR MORE PAGES OF THE SAME WEBSITE, THEN IT IS CONSIDERED AS DUPLICATE CONTENT AND THE SEARCH ENGINES WILL PENALIZE THE OFFERING WEBSITE BY LOWERING IT IN THE SEARCH RESULTS. THE SEARCH ENGINES WILL CONSIDER THIS AS ATTEMPTS BY THE WEBSITE OWNER TO MAKE HIS SITE APPEAR TO BE HIGH IN CONTENT.</p>

PAGE FACTORS

It is a powerful service that keeps track of your website's success on organic and paid search results.

VISITORS
27,000,000
number of gained visitors this month

ORGANIC TRAFFIC METRICS	ENGAGEMENT METRICS	ECOMMERCE METRICS	CONVERSION METRICS
50%	25%	75%	60%

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Optimizing each web page for a specific **keyword** is something that every webmaster should be doing from the outset, though many don't. There are many webmasters in fact that use the same *keyword meta* tags throughout their websites and then they wonder why they can't get to the top for their chosen terms. There are literally billions of websites on the internet today. This means competition is fierce so you have to use every tool available to you to your advantage in order to reach the top of results.



META TITLE AND TAGS

Meta tags are the blocks which contain information about the contents of your web page and they exist into the head area of your web page. They are basically meant to communicate with the search engine. Most of the *Meta tags* are visible to the search engine only and not the visitor on your web page. But, Title tag is one which is visible to the search engine and the visitor as well. Most importantly, it attracts the search engine and the visitor very aggressively. Most search engines consider this tag as the primary information about the site and also an human visitor sees this information as the first thing on top left corner of the browser. Moreover, when one bookmarks the site, the text in this tag appears in the bookmarks list.

WHAT IS THE SIGNIFICANCE OF META TITLE TAG

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Amongst the three major Meta tags (**Meta Title Tag**, Meta Keywords Tag, Meta Description Tag) the Title Tag is one which is given the most weight by search engines' algorithms. In fact, this tag should be written so that it should give the idea about your site instantly. A perfectly written **Title** tag can generate quick and appreciable traffic to your site. The text written in this tag appears as clickable text in the search engine result page (SERP) and if it is really meaningful and conveys most about the web page, more clickthroughs will be the result.

This small example explains the function of **Meta Title tag** better. Suppose I need to visit San Francisco and need a road map of the city and go to a book store to find the same. There are a lot of books on tourism and travel with different titles but my attention will go to a title which says something like "Latest Road Map of San Francisco" rather than a title "All about San Francisco". Maybe the second book contains better information about the subject I am looking for. But the title of the first one speaks exactly about what I need. This is how a better title gains priority over the other because of the contents of its title. This is exactly what happens with search engine. It picks the most matching title with the query and places it in its result page as clickable text.

SHOULD THE COMPANY NAME APPEAR IN TITLE TAG

Well, I would say sure if your company is really a big entity like **IBM**, **Microsoft** or **Cisco** or some well known brand like **Sony**, **Phillips** etc. Because people may want to search for those companies or brands with their names. But in normal cases it should not be so.

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Suppose, your company is “Larry Tours and Travels” in San Francisco. Instead of writing “Welcome to the home of Larry Tours and Travels” in the title tag it would be better to write something like “tour operators, travel agents, car rental, bay area tours, san francisco tours – Larry Tours and Travel”. Do a good research to find best keywords and phrases which describe your site best. My suggestion is that the length of the title tag should be between 15 to 20 words making it attractive enough that it looks interesting to the person searching for your business and he clicks through.

H1 TAG

Nobody likes to read an article that is just plain straight text. Even the newspapers try to jazz up their material with certain types of formatting and this is also true for those people who are writing articles for article directories or online articles. If you are submitting articles to online directories there are seven key **HTML tags** you need to know to ensure your articles are both attractive and interesting to read.

HTML Tag 1 –

This is the bold tag. This **tag** allows you to accentuate text by making it bold. To make text bold you simply encapsulate the tag with the following –

[b]This text will be bold[/b]

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The text between the closing and opening tags will be bold. When working with this tag you must have the closing tag or all your text will be bold.

Note – When typing the **HTML tags** in substitute the square brackets [] with < > greater than and less than brackets.



META DESCRIPTION

The Meta Description on your website page does not have any influence on the way your website will rank within search results. In the past, it was a factor, but the importance of a **Meta Description** on a website's ranking has declined over the years. Despite this description no longer having any benefit related to SEO, you should not treat it as though it is any less important.

The *Meta Description* for your website is tied in with a Meta Tag or your Meta Keywords. In order for you to add a description, you will need to insert the content for your description within the tag. An SEO tip, you will still want to be sure it is optimized so you see it displayed under your results in the search engine results page, or SERP.

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The best Meta Description example is it's the description for your website that is basically a sales pitch. Because it is listed under your results in the SERP, it is the first piece of information that a visitor will see about your company. It is important to give the visitor the information they are looking for about your company and to make an impression on them immediately. Great amounts of research has been done on this description and the importance of it. The results of that research has shown that an informational and well-written Meta Description will bring more visitors into a website than those that do not have a strong Meta Description or do not have a description at all. This is true even of those websites that have a lower ranking than others.

In order for you to utilize the meta description best practices and to be sure to make a good impression and give the searchers the information they are looking for, there are some things to make sure to include in the description.

- Ensure your Meta Description includes a call to action. A call to action is a way to get the searcher to visit your website for the things they need. Using words such as “buy”, “get”, or “find” are goods ways of doing this.
- Really sell your company, product, service, and website. Make sure that you have the information in your description that will tell the searcher what your site includes and what they will find when they visit your site.
- Keep the number of words within your description to less than 165 characters. This includes any spaces between words. This helps to make sure all of your text will show for the searchers.



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ALT ATTRIBUTE

The alt attribute is the “alternative text” for your images that allows text to appear if a user is viewing your website on a browser that does not support that image. It provides additional or “alternative” information about the picture. The text can also serve the purpose of allowing those with disabilities the chance to read a description if they are unable to see your image appear. The alt attribute serves the purpose of describing the picture or image, if the image is unable to appear.

XML SITEMAP

Every website must provide a Sitemap to both visitors and search engines, as both of them are important for its online survival. A good sitemap shows each destination page, its importance, its relevancy and therefore helps in increasing value of a website. An *XML* sitemap is not limited to Google, Yahoo and Bing only, it is accessed by many other bots and therefore it has much more importance than what we realize. A sitemap can be in HTML, XML or ROR depending on its purpose or we can create a sitemap in each format.

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You can easily create your own sitemap.XML file if you know XML or you can use a tool to automatically create one. Google also provides information on creating XML sitemap. One such option to create a sitemap is provided by Pingoat. It is very convenient and easy to use. Simply type your website address i.e. URL at the space provided for Site URL. Select change frequency i.e. period within which contents of your website are updated. Choose any of the update options from hourly, daily, weekly, monthly, yearly or never. Now type date of last modification, it will automatically display current date as date of last modification by default. Then select priority i.e. importance of your pages for indexing by Google between 0 and 1 for your website or web pages. Finally click on Create Sitemap. Within a few minutes or seconds (depending on contents and web pages of your website), it will display links to all your web pages. Now Simply, rightclick and choose save as to save this XML file to your computer. You can also automatically upload this file to your web server by selecting Upload to my FTP server option or create a compressed format by selecting that option.



DUPLICATE CONTENT

If your website has identical content in two or more pages of the same website, then it is considered as duplicate content and the search engines will penalize the offending website by ignoring it in the search results. The search engines will consider this as attempts by the website owner to make his site appear to be rich in content.

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Hence, we can see that, identical content appearing in different websites or different domain names is not considered duplicate content by search engines, but identical or near identical content appearing in two or more pages of the same website is considered as duplicate content. That is why the search engines contain the algorithm to distinguish between the two.



WWW REDIRECTION

Let's say you rename a page on your website, for whatever reason. Perhaps you decided to revamp your entire naming convention, perhaps you decided to restructure your site and need to move pages into different folders, or you just realized that you are missing valuable keywords. You might need to redirect.

A 301 redirect is the most efficient, visitor friendly, robot (spider, crawler) friendly and search engine friendly solution around for web sites that are hosted on servers running Apache.

CANONICAL ISSUE

There is a common duplicate content issue that all Webmasters should check for. Here's how to find it and fix it

Non-www and www versions of URLs

Find it!

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Search for a URL on your site. Either remove or add the www in front of the URL and see if it redirects or if you can arrive at both pages. If you can arrive at both versions of the pages, you need to fix the duplicate content issue so users can only arrive at one version.

Fix it!

1. Determine which version (the www or non www) should be the canonical, or preferred version, for all URLs on your site. Check your link profile to if valuable links have been built to either version. Which version of the pages rank or are arrived at through your site navigation?
2. Redirect all non-canonical versions of the URLs to the canonical versions. When done correctly, the user will be physically taken from the non-canonical to the canonical when the search is attempted. Contact your developer for help in implementing this change.
3. Check your XML sitemap. Ensure that only the canonical versions of the URLs are displayed to the search engines.
4. Set your preferred domain in [Google Webmaster Tools](#). Go to “Site Settings” and then select the option to display URLs as either the www or non-www version.

USER FRIENDLY URL

Follow these tips to make your web site user friendly and increase sales.

- Make it easy for prospective buyers to find what they are looking for.
- Make your web pages easy to read.
- Keep pages short.
- Make it easy to contact you.
- Speed up your web site.

A user-friendly site will sell more. Make your web site user friendly to keep visitors at your site, read your sales materials and buy from you.

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IMAGES (SIZE)

You should always take the extra time to make sure that all images on your website are optimized so that they load in the least time possible. What I am actually saying, is that, you should always use an image editing program to remove unwanted data and information from the image, which in turn, decreases image size without compromising its appearance and quality.

If you own Photoshop, Fireworks, Paintshop Pro, it becomes obvious that when you attempt to save the image as a JPEG file, a dialog box appears which allows you to select the “quality” of the JPEG image – normally a setting of 8 to 10 or even “medium” to “high” quality is fairly acceptable, as it will retain the quality of your image while saving it in a smaller file size. If you don't have the programs I've just mentioned, not to worry, there are many Freeware image editors and image compressors online that you can download and use to reduce your image's file size.

BROKEN LINK

One of the most crucial responsibilities of a website owner is to check for broken links to his website. Broken links can be considered as one of the worst things that can happen to a website. A lot of not so good perceptions and negative effects arise from having a site that is riddled with broken links.

In fact, broken links are plaguing so many websites that it is being considered as a serious problem on the web. Many reasons can be cited for the spread of broken hyperlinks, the general causes of broken links include: Websites not being maintained with the appropriate degree of dedication, the architecture of the website and how information is placed within the site constantly changes, and the large incidence of websites that are closing down.

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ANALYTICS

It is a powerful service that keeps track of your web site's success on organic and paid search results. Analytics gives you better understanding on how your web site's web visitors react on your site. It gives you no-holds barred and detailed experience of your web site visitors.

You will also be aware and know what key words users in relation to your web site frequently use. You will be educated on the best link text that brings in the most prospects.

True to its name, Analytics shares with you analytical data that will help you greatly on being aware about your web site visitors and target visitors' preferences.

Analytics provides free information about the way visitors to your site interact with it. By taking a good evaluation of Analytics, webmasters will realize how it is an invaluable tool they can and should use especially if they do not have some form of visitor tracking solution.

SEO HERO HONG KONG provides SEO services to all types of businesses locally and internationally.