

Get Your On Site SEO Correct

If you are looking for free traffic sources you need to start with your own website or blog first. By this we mean that you need to have basic SEO, or search engine optimization in place first. Let's look at how you can achieve this.

Basic SEO

Here are some of the basic things you need to have in place on your website or blog.

Each time you create a new post or page you want to really think about the title. Ensure that it reflects two things:

1. That the title identifies what your post or page is about.
2. That your content is related to your blog.

These two things can really help make or break your traffic sources. If your title is misleading visitors will simply click away immediately. Then if your content is off topic all the time you will also lose visitors.

Headings and Tags

When you write content for you site you want to include headings and tags in your content. The headings you normally see include:

- Heading 1
- Heading 2
- Heading 3 and so on...

Use these headings when creating new paragraphs or sub topics. Instead of just **bolding** or using *italics* use the Heading 1 or 2 labels instead. This creates headings and sub topics which are slightly larger in print size – which is easy for your readers to see that a new topic has been started. The main importance of using

headings is for the search engine spiders. By applying headings you are telling them that this content is important, which is why you have given it special consideration. They note this and rank your site accordingly. A big plus for you when it comes to getting ranked in the search engines.

You should use tags as sub-headings on your blog. These are created in a different area, not within your main content. If you are using Wordpress you simply add them in to the correct area before hitting publish. For example if your post was about exercises you can do at home. Suitable tags would be Yoga at Home, Kettlebell Workout and Home Treadmills etc. If you view tags as sub topics you shouldn't have any problem creating them.

Main Purpose of SEO

While these things may sound small and trivial they do have a huge purpose. Search engines use algorithms that use your headings and tags as keywords. These keywords are then categorized and used by the search engines to direct related and relevant traffic to your site.