

# What is SEO / Onsite SEO / Off site SEO

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By Dr. Diana Rangaves, PharmD Search engine optimization, otherwise known as SEO, can translate into enormous dollars for any business, any size, anywhere in the world. SEO is about optimizing web pages, so they reach a high ranking in the organic, meaning unpaid, search results. The rankings are a result of Google's algorithm. This algorithm is a secret, but with experience, people can manipulate it for website advantages. SEO drives traffic from a search result on the search engines a person prefers, such as Google, Bing, Dogpile, and Yahoo.

## Platform

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The SEO platform measures, manages, and implements the company's brand among organic channels. SEO offers an understanding of the website's strengths, weaknesses, opportunities, and threats or what is known as a SWOT analysis. The platform displays audience topics and trends that are influencing in a paid search. Platforms help with sales, PR, product launches, and more. The SEO platform is the foundation of record changes on the site and insights into content opportunities. Keep in mind that SEO is a win-win-win situation. Google wants each user to have a great experience and find what they are searching for quickly within the website. When a user connects to a website, a relationship forms between the user, the site, and Google, that the formula tracks. Visitors will continue to use a platform they deem trustworthy with high-quality value.

## Ranking/On-Page

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When analyzing website rankings, part of the decision-making comes in the form of on-page factors. All these elements are persuading components on the website. In addition to technical aspects such as code speed on-site, time on-site, quality of the copy, and structure of the website.

## Off-Page

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Another part of the rankings comes in off-page SEO factors. Off-page is links from other websites that garner social media attention as well as various marketing activities, not on the primary site. The significance comes in with the number and quality of links pointing toward the site. Higher ranking, results when the links are relevant and superior quality. Off-page factors incorporate the competition in the industry niche of a particular business website. Some niches are simpler to rank, and market competition will influence that ranking. Forms of off-site SEO Article submissions Directory submissions Keyword link building from other high page ranked sites linking to you with your keyword your trying to come up in search engine for.

## Keyword

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A further aspect to look for is keyword density. Keyword density relates to how many times a search term appears in the text to the ratio of how many words the article contains. Even though the keyword is vital in driving traffic to the site, it can be dangerous if used too many times. Search engines will downgrade or penalize the website and rank it lower on the search page.

## Meta

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A Meta description is an additional feature in driving traffic to the website. The Meta description is an HTML attribute that provides a summary of the article written. The description should be 155 to 160 characters long, and it is instrumental for user click rates. The Meta description tags gain user clicks through a search engine result page (SERPs). The paragraph allows for advertising content for users to decide if the article fits their needs or not. The section contains the keywords, clickable information, not clickbait, and a description that is unique and relevant. Google announced that Meta description or Meta keywords are a factor in its algorithm. To maximize the Meta description, it is vital to bold keywords. The bolded words will catch the eye of the user and draw clicks. SEO is indispensable in optimizing a website. The optimization comes into play with ranking on the search page. The site draws traffic because it connects the users' needs to what the website is offering. Aspects such as off-page, on-page, keyword density, social media, copy quality, and Meta description are all principals and central for ranking and clicks.

## References

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