

# On-Page SEO

On-page SEO is the first step in your quest for high ranking everywhere (Google, social media, Chat GPT, YouTube, Amazon, etc.).

**Without properly optimised content, you have no chance of ranking.**



## Keyword Focus

Choose the primary keyword using Ahrefs or Semrush. If you do not have access to SEO tools, use Chat GPT, Claude or Gemini.



## Most IMPORTANT

Use the exact primary keyword in:

- page title - never name a page using general words like "home", "about" - you can never rank for those
- H1 (main heading - only ONE on the page)
- slug (part of the URL after the domain name), and image alt title



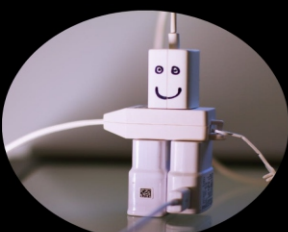
## Headings

- Use similar keywords (variations of the primary keyword) in H2s and H3s (there should be 3-7 H2s. H3 are not necessary)
- Follow logical hierarchy with headings - **only one H1** (that is the main heading), several H2s, and below each, several H3s.



## Avoid Duplicates

- Never overstuff with keywords - content should be natural and useful for readers
- Never repeat any part of the content on multiple pages - this means never copy/paste content from anywhere, even from your website - Google hates repetitive content
- Never target the same keyword with two or more pages.



## Write for Readers, not Machines

If using AI, always add your unique insights and expertise to your content. Talk to your readers. Give them what they need. Walk in their shoes. Never write about yourself - nobody cares. Answer questions and address dilemmas in advance.