**How to adjust your on-page and off-page SEO the right way?**

Since its evolution, SEO has won the hearts of the corporate world. Be it a major company or a minor everyone is using SEO to gain organic traffic, reach new audiences, drive the development and growth of the company and so much more.

Everyone thinks that using SEO will bring a good deal of organic traffic, a great volume of success and everything for their benefit, but one thing that only a few people know is that SEO’s result depends on a lot of factors, from content quality to keyword usage it’s huge.

“Performing SEO is not everyone’s cup of tea, it needs to be done by the experts who have an experience in this field from a very long time”-says [**SEO consultant in London**](https://www.adityakhanna.co.uk/seo-consultant/). The involvement of so many elements makes this job a tough one, and as it deals with the crucial matter of the company’s promotion and image building, it becomes an extremely sensitive matter as well.

Before going through elements through which we can do SEO optimization, let us understand what on-page and off-page SEO are-

**ON-PAGE SEO**

It implies all the things that combine together to make the website search-engine friendly. Every element involved within a website like title tags, meta description and so on is responsible for on-page SEO effectivity. It is the practice of optimizing pages of a website in order to make it rank higher on the search engine results.

It deals with the factors that are present on-site rather than off-site elements. Image Alt tags, Site architecture, Internal linking and so on decides the on-page SEO.

**OFF-PAGE SEO**

It is a method that tries to gain a higher ranking of the website on the search engine. It has nothing to do with the online element of a website, but all the other offline ways to engaging traffic for the site.

Guest posts, Third party posts, Press release, Question Answer sessions, all these are the tools of Off-page SEO.

How can we adjust the on-page and off-page SEO? Let’s begin-

**On-Page SEO**

All the elements present on the website of a company are the on-page factors. Their quality maintenance is extremely crucial to achieving top rankings on SERP. If the content quality gets better, the results would also be highly satisfactory.

* **Title Tags**

The most significant of all the elements is Title tag. As soon as a person read the title, he/she decides if they have to go further with that site or not. The title tag must be short, crisp, and easy to understand.

It should be unique, descriptive and try to fit it under 60 characters.

* **Alt Text for Images**

The search engine cannot identify an image unless it is provided with accurate alt text. The image would be of no use until the search engine is able to depict it and put it on the search result pages.

The description of alt text should not be more than 125 characters, less is more acceptable.

* **Website Speed**

In today’s busy scenario nobody has the time to wait. Everyone wants everything to be delivered quickly within their prescribed time and with the aid of fast speed, the expectations have gone much higher. The significance of site speed is extreme in deciding its ranking on the SERP is a concept that every SEO consultant is well aware of be it of India or **SEO consultant in London.**

A site that takes more than 3 seconds to download its content suffers a huge traffic loss because of its speed. The consumer wants the data delivery quick and to acquire their trust and interest, the companies need to facilitate quick and efficient data delivery.

* **Internal Links**

The links that go from one page on a website to different page on the same website are known as Internal Links. It makes navigation and service promotion an easier task. The swifter the data navigation gets, the higher are the chances of achieving top ranking on SERP.

It is also advised to not attach too many links of one or more than one page on the website otherwise the search engine algorithm may declare it a suspicious activity and the ranking would be affected badly. It is a great tool of SEO but only if done in the right manner, we all know too much of anything is beyond bad.

* **Meta Description**

This keeps the client engaged and persuades them to go further with the website link. It is a short description of the page content that can be read by the user without even opening the link and gives the idea of what is inside?

It should be short, a maximum of 150 characters, so that all the facts are covered in one line and is put on the display easily.

**Off- Page SEO**

This helps the website to grow its popularity and awareness among the people. It enhances the website visibility.

* **Guest Posting**

Create a fresh and unique content and add the quality link to it. There are end number of blogs that do guest posting for websites, take your content to them and they will do the guest posting for your website. This will make the new audience reach an easy job.

* **Third Party Posts**

There are many popular influencers who do the third party posting for companies, you can reach out to them with your content and they will create backlinks for the same on their channel or page.

* **Create Captivating Content**

Content is the king of the SEO world, and if it is read-worthy, there are chances that people would share it or create backlinks for it without the company even trying. The good data is appreciated by everyone and shared across different channels in today’s digital world. A little bit of quality effort and the results would be great.

* **Forum Platform**

Companies should join a forum related to their business line and develop connections from there. Try answering all the questions and give suggestion related to your kind of business.

Both the on-page and off-page factors are equally important, make all the necessary rectifications in these areas and then you can expect some positive result for your website. SEO effectivity takes time and requires patience, it won’t just happen overnight. Develop a hassle-free site for consumers to enjoy excellent traffic and credibility of your company.