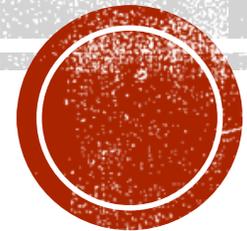


HOW TO OPTIMIZE YOUR PAGE HEADINGS



WHAT IS A HEADING?

- A heading is set of words that uses HTML code to stand out on a webpage. It tells readers what the page is about and helps them decide whether they want to read it.
- More importantly, it also tells Google what the page is about. Ultimately, the title, along with other key page factors (such as meta titles, descriptions and keywords) help determine which phrases/keywords the page will rank for.
- There are six heading levels ranging from H1 to H6, with the H1 obviously being the most important and largely being the traditional “title” of the page. (Think of it in terms of a title for a magazine article.)
- The other heading levels help direct readers to relevant content. Remember that not all people who click on your page are going to want to read it from start to finish. Headings help readers navigate to the information most relevant to them.

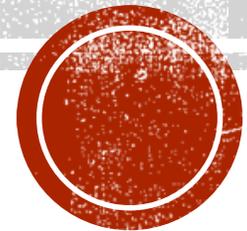


WHY ARE HEADINGS IMPORTANT?

- Well, as already previously stated, headings help readers understand what a page is about. Remember that if people are able to understand what a page is about, Google is probably able to as well.
- Studies performed by Forbes and the Nielsen Norman Group have indicated that 80% of people are more likely to scan content when reading online content than read word-for-word due to so many things competing for their attention and it generally being hard to read on a screen. Headings help readers zone into the area that matches their needs most. If they are able to find the information they're looking for quickly, they'll stay on your page longer which means a reduced bounce rate.
- Some studies suggest while headings themselves don't really affect rankings that much (the opinions on this topic is somewhat divided), pages/articles with more easily digestible content are likely to get shared which results in a natural increase in site backlinks.



HOW TO OPTIMIZE YOUR PAGE HEADINGS



USE ONE H1 PER PAGE

- First, and foremost, your page should only have one H1. While Google doesn't really fault your page for having more than one H1, you don't really want any other bit of information to be of the same importance on the page as the page topic. For example:

- `<h1> Charms & Clover Pokie Review </h1>`
- `<h1> Charms & Clover Game Features </h1>`
- `<h1> Charms & Clover Final Rating </h1>`
- `<h1> Play Charms & Clover Online </h1>`

Only the first heading really tells people what the page is about. So, why should the others be marked as important?

Question: "How many h1-tags should be used on a single webpage?"

Answer: "As many as you want." John Mueller, Google



USE H2S STRATEGICALLY

- Again, SEO is not an exact science, but several sources, such as Yoast and Post Modern Marketing, suggest that you should limit your H2s to at most four per 1000 words on a page.
- It is suggested that having too many H2s can be bad for your on-page SEO, which could then lead to a negative effect on rankings.
- Ultimately, the length of your content should determine how many headings you feel comfortable using, but don't increase heading count just for the sake of doing so.



USE KEYWORDS (BUT WISELY...)

- Aim to include keywords in your headers. Your H1 should definitely contain your focus keyword, and you should try aim to include a few additional secondary keywords in some of your H2s. (It is actually strongly suggested that you aim to go for Featured Snippets with H2 headings so try to use the long-tail keywords here.)
- However, never compromise your page's readability with keyword stuffing. Remember that people need to understand what they're reading (and if people understand it, Google does too.)
- Google looks at a whole load of different elements when deciding rankings that are directly or indirectly related to readability (bounce rate, etc.) So, including a high-volume keyword in a nonsensical heading may not be all that helpful in improving your site's rankings.



MAKE YOUR HEADINGS DESCRIPTIVE

- Your H1 should get people to read the article. Don't be click baity, but also don't make your reader want to click away immediately.
- Say what you mean, and mean what you say. If you're writing a post about diabetes, you want to make sure that your headings explain each core point about the topic in a clear manner. For example:
 - `<h1>Type 2 Diabetes</h1>`
 - `<h2>Causes of Type 2 Diabetes </h2>`
 - `<h2>Symptoms of Type 2 Diabetes</h2>`
 - `<h2>Treatment</h2>`

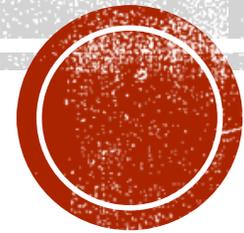


TRY TO BE CONSISTENT IN STYLING

- If your site's theme allows you to differentiate between upper and lower case, try to be consistent with the way you present your headings. If you capitalise each word on one page, capitalise each word on the next page and so on. It creates the impression that the site is trustworthy.



QUESTIONS



SOURCES

- <https://www.verticalmeasures.com/resources/seo/seo-101-tutorial-videos/using-h1-tag-improves-search-engine-ranking/>
- <https://yoast.com/headings-use/>
- <https://www.gorilla360.com.au/blog/seo-tips-page-headings>
- <https://www.hobo-web.co.uk/headers/>
- <https://www.postmm.com/seo/technical-seo/h1-and-h2-header-tags-and-how-they-affect-seo/>
- <https://yoast.com/how-to-use-headings-on-your-site/>
- <https://www.shoutmeloud.com/heading-tags-seo.html>
- <https://www.shoutmeloud.com/on-page-seo.html>
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