

# The Perfect On-Page SEO Copy To Outrank Your Competitors ✨



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When it comes to outranking your competitors in the search engine results page (SERP) through on-page SEO copy, there are several steps you can take.

Here's a step-by-step technical guide to help you achieve this goal:

## 1)

Start by researching relevant keywords that your competitors are using.

Use tools like **Google's Keyword Planner** or **SEMrush** to find high-volume, low-competition keywords that align with your content.

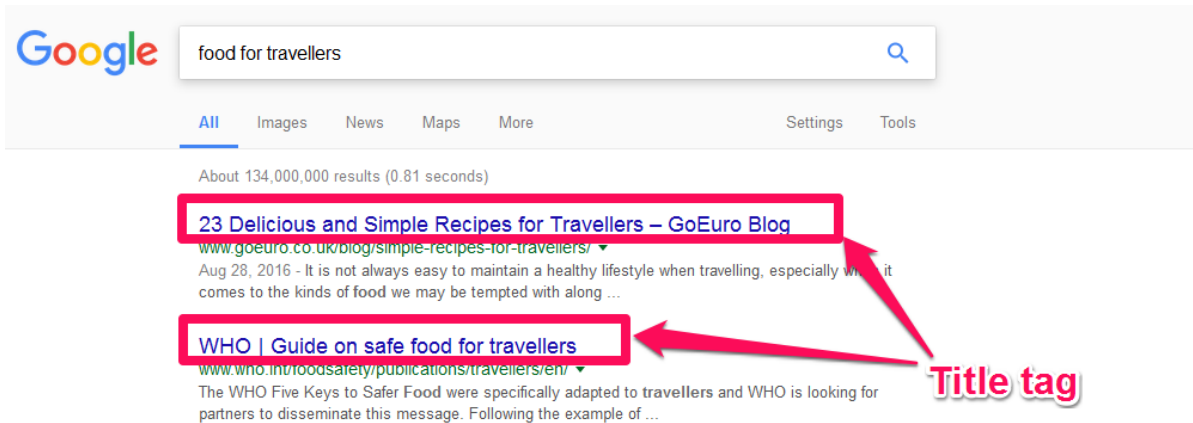
The screenshot shows the SEMrush Organic Research interface for the domain fitmencook.com. A red box highlights the 'Organic Search Positions' table, which lists keywords, their positions, and other metrics. A red arrow points to the domain name in the search bar, labeled 'your competitor'.

Keyword	Intent	SF	Pos.	Diff.	Traffic...	Volume	KD %	CPC (L...	URL	SERP	Upd.
aperitivos faciles sin gluten >>	I	📧 ⭐ 🗑	28 → 28	0	< 0.01	50	0	0	fit... ten/	🔍	May 10
hongos con camarones >>	I	📧 ⭐	14 → 14	0	< 0.01	50	0	0	fit... ilo/	🔍	May 15
madagascar coconut tea >>	T	📧 ⭐	79 → 79	0	< 0.01	50	0	0	fit... ish/	🔍	May 04

## 2)

Your title tag should accurately describe the content on your page and include your target keyword.

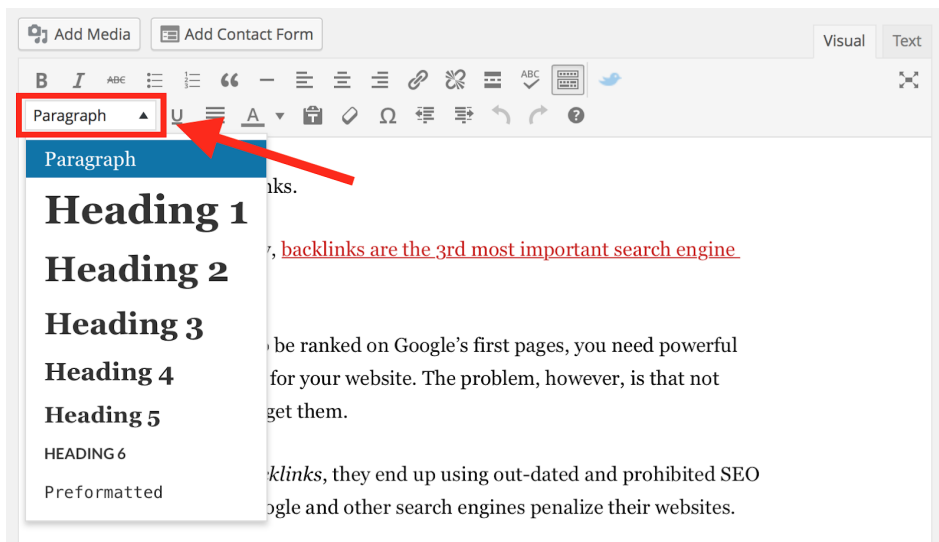
Keep it **under 55 characters** to avoid truncation in the SERP.



## 3)

Use header tags (**H1, H2, H3**) to structure your content and make it easier for search engines to understand.

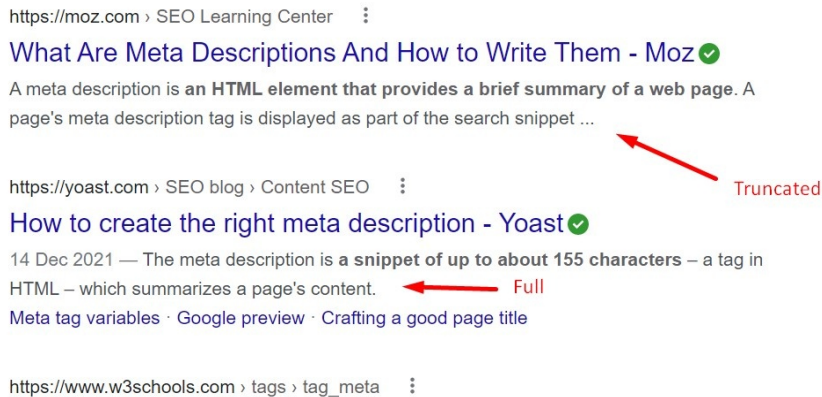
Include your target keyword in at least one header tag.



# 4)

Your meta description should be a short and compelling summary of your content, including your target keyword.

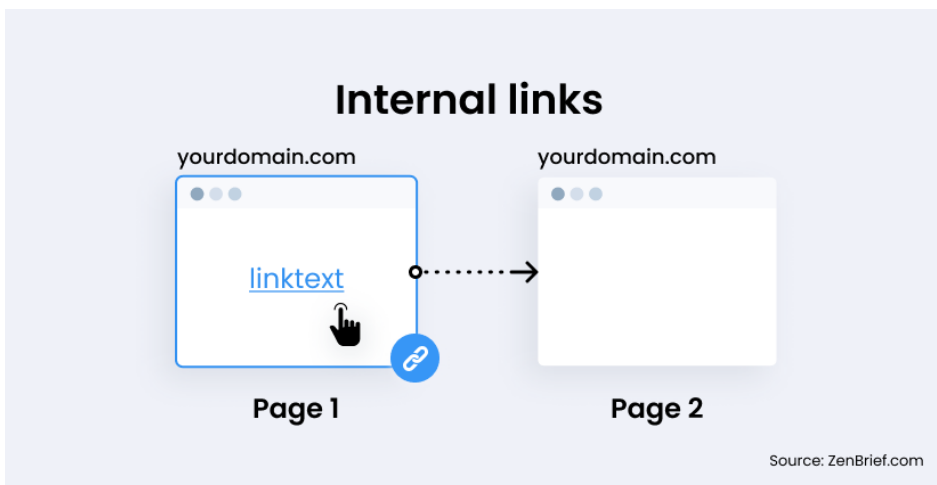
Keep it **under 155 characters**.



# 5)

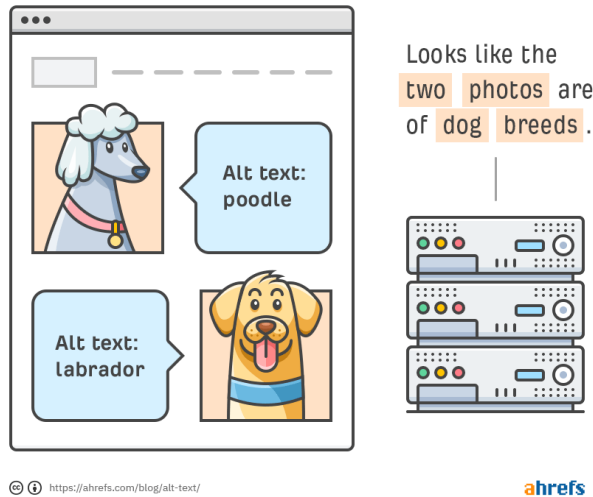
Include internal links to related content on your site and external links to high-quality sources.

This **helps search engines** understand the context of your content.



## 6)

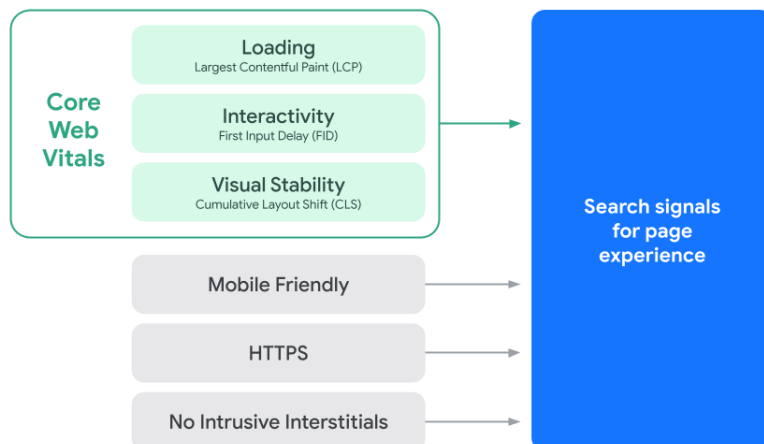
Use descriptive **file names** and **alt tags** for your images, including your target keyword where appropriate.



## 7)

Use a **fast hosting** provider and **optimize your images** and code to ensure your *pages load* quickly.

This is a ranking factor in Google's algorithm.



By following these steps, you can improve your on-page SEO and outrank your competitors in the SERP.

★ **Remember** to focus on creating high-quality, relevant content that provides extra-value to your audience and cover the right user search intent.



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 Save for later

