Site speed

Why speed matters	More Loading time, more bounce rate, Reduce conversion rate
Expected loading time	Open site within 2 seconds
Reason of slowing down	Duplicate content,Unnecessary plug-ins,Unoptimized image and Graphics

Meta Tags

Title Tag	"Should be short,clear and descriptive. Within 50-60 characters"
Meta Description	Should be within 160 character,Apear on organic search,Search engine evaluate your topic

Creating Quality content

Content	It is backbone of On-page SEO
Traffic	Better content drives more traffic, People want to know your businees through content
Type of Content	Interesting to read, Added value, well written, Problem solving, Keyword optimized
User Experience	Content should be for the users not for the search engine, Cosistnecy of publishing content
Content Management	Ask, Listen, Respond, Social share, Video blog

Optimizing Crawlability

Crawlability?	Making the content readable to Google
How to?	Putting necessary TAGS and subheadings, Submission on Webmaster, Interlinking
Impact	Improve ranking in copetitive sense,
URL Structure	Key word, Category, Modifier, Date of posting, Do not change the structure of older post

Mobile Friendly

Reason of making mobile friendly website	Graph of smartphone user rising consistently, Panda update emphasis on reponsiveness
Increasing Mobile user	Curent location, Eniornmrntal factors, Recent transaction, User preferences, Nereby merchants