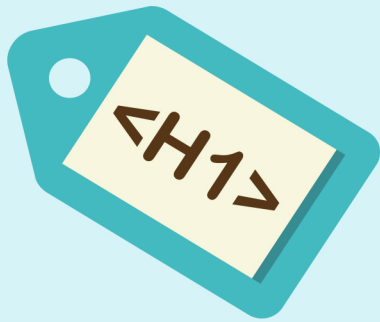


## The Egenz Guide

# HOW HEADING TAG CAN IMPROVE WEBSITE SEO





# What is Heading Tag?

Heading Tag is `<h1>`, `<h2>`, `<h3>`, `<h4>`, `<h5>`, `<h6>`.

Header tags are very important in SEO because they are used to communicate to search engines about your content with this tag.

It is about how you structure your content in a proper way so that readers and search engines are able to identify which words are important.



# Purpose of Heading Tag

## So what is the purpose of having heading tag?

The purpose of the heading tag is to structure your content with different heading tag so that it is more user friendly to user while reading.

Heading tag can tell the search engine which words are more important than the rest.



# Hierarchy Structure

**You need to follow the hierarchy structure only able to boast SEO Ranking.**

In your content, you need to follow the hierarchy structure of the heading tag from h1 (most important) to h6 (least important).

It supposes from h1 -> h6, once you skip h2 and proceeds to h3, the heading structure is broken, it is consider not SEO friendly.



# Hierarchy Structure

You need to follow the hierarchy structure only able to boast SEO Ranking.

If you break the structure, it will consider not SEO Friendly.

```
<h1>Header 1</h1>
```

## Header 1

```
<h2>Header 2</h2>
```

## Header 2

```
<h3>Header 3</h3>
```

## Header 3

```
<h4>Header 4</h4>
```

## Header 4

```
<h5>Header 5</h5>
```

## Header 5

```
<h6>Header 6</h6>
```

## Header 6



# How Heading Tag Works?

In any articles, we will only have one h1 tag, which normally is the main title of the post.

H2 tag will be the subheading, h3 tag will be the subheading under h2 subheading and so on. Example below.

```
<h1> Website Design Best Practice</h1>
  <h2>1. User Experience</h2>
    <h3>Well Structure Data </h3>
    <p>The description goes here...</p>
    <h3>Common Practice</h3>
    <p>The description goes here...</p>
  </h2>
</h1>
```



## Heading Tags With Focused Keywords

**Include your focused keywords in the h1 tag, but never stuff your heading tag with keywords.**

Putting the focused keywords with h1 tag able to let search engine know this keywords is very important compare to other heading tag.

If you over stuff the keyword in your blog post, your website may be penalize by search engine.



# Only one H1 Tag Each Web Page

## Only one H1 Heading Tag.

In the blog post or single web page, only include one H1 Heading Tag, which usually is the title of the page.

Do not use multiple h1 tag in your single web page.

When you do so, search engine might think you are trying to include more keywords for SEO sake.





# Unique Heading Tag Each Web Page

**Search Engine always love  
unique content.**

Do not replicate and reuse the same heading tag, or same title on different web page in your website, it is a bad practice.

You should always create a unique heading tag for each web page throughout your website.



# MALAYSIA e-COMMERCE XPO 2017

Matrade Exhibition &  
Convention Center

9.00am - 6.00pm

**22<sup>nd</sup> - 24<sup>th</sup>**

November 2017

## Category

- ✓ ECommerce
- ✓ Website Design
- ✓ Logistic
- ✓ Payment Gateway
- ✓ Internet Marketing
- ✓ POS System
- ✓ Account Cloud
- ✓ Social Media

*many more...*



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Level 27, Penthouse Centrepont North,  
Mid Valley City,  
59200 Kuala Lumpur.



+603 2280 6288



[www.Egenz.com](http://www.Egenz.com)



[info@egenz.com](mailto:info@egenz.com)