

Common On-Page SEO Mistakes That Hurt Your Google Ranking



Getting your website to rank on Google takes more than just adding keywords. Many businesses invest in on-page SEO services but still don't see the results they expect. Why? Because of common, avoidable mistakes that hold your site back.

1. Missing or Weak Page Titles

Your title tag tells Google what your page is about. If it's missing, duplicated, or not clear, search engines may ignore your page altogether.

2. Poor Heading Structure

Using multiple H1 tags or skipping heading levels confuses both users and search engines. A clear heading flow (H1 > H2 > H3) helps your content look structured and SEO-friendly.

3. Thin or Low-Quality Content

Pages with very little content or generic information won't rank well. Google prefers helpful, relevant, and unique content that answers users' questions.

4. Slow Page Load Speed

If your website loads slowly, visitors leave—and Google notices. Optimising images and fixing technical errors can greatly improve load times.

5. Not Optimising for Mobile

With most users browsing from mobile devices, your site must be mobile-friendly. A clunky mobile experience can hurt your ranking and user trust.

At iDiGiFi, we help businesses fix these issues with smart, simple on-page SEO strategies that actually work. Want to improve your search visibility the right way?



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