Meta Description:

The **meta description** is a snippet of up to about 155 characters – a tag in HTML – which summarizes a page's content. Search engines show the **meta description** in search results mostly when the searched-for phrase is within the **description**, so optimizing the **meta description** is crucial for on-page SEO .

Meta Keywords:

Meta Keywords are a specific type of **meta** tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is. ... The most important thing to keep in mind when selecting or optimizing your **meta keywords** is to be sure that each **keyword** accurately reflects the content of your pages.

H1- H6 Tags:

The <**h1**> to <h6> **tags** are used to **define** HTML headings. <**h1**> defines the most important heading. <h6> defines the least important heading.

Page Authority:

Page Authority (PA) is a score developed by Moz that predicts how well a specific**page** will rank on search engine result **pages** (SERP). **Page Authority** scores range from one to 100, with higher scores corresponding to a greater ability to rank.

Domain Authority

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). ...**Domain Authority** is calculated by evaluating multiple factors, including linking root**domains** and number of total links, into a single DA score.

External Links

If another website **links** to you, this is considered an **external link** to your site. Similarly, if you **link** out to another website, this is also considered an **external link**.

SEO:

SEO is short for **Search Engine Optimization**, and there is nothing really mystical about it. You might have heard a lot about **SEO and how it works**, but basically what it is is a measurable, repeatable process that is used to send signals to search engines that your pages are worth showing in Google's index.