

On-Page SEO Checklist

Follow These On-Page SEO Guidelines

When creating effective and rankable web content, it's vital that your SEO is up to speed. If you're wondering how to optimize for search engines and learn on-page SEO, look no further.

This handy, downloadable on-page SEO checklist will teach you how to learn on-page SEO so you never miss a chance to optimize your website or blogs.

Conduct Keyword Research

- Use terms that are searched for frequently by your target audience.
- Find phrases relevant to the central theme or topic of your content.
- Pick keywords within your site's ranking power.

URL Structure

- Keep URLs lowercase, which is easier to read and standardizes the URL.
- Use hyphens (-) rather than underscores (_), which cannot be seen if the URL is published as a bare link.
- Use accurate keywords that give an accurate description of what the page contains.
- Avoid using unnecessary words, only use words users will search for.

Title Tags

- Keep your title tag length under 60 characters so it does not get cut or have words omitted by search engines.
- Avoid keyword stuffing and don't repeat the same keyword.
- Put the most important keywords first, use variations of keywords and don't create a list of things in your title tag.
- Give every page its own Title Tag. Avoid generic titles, which can reduce click-through rates.

Meta Descriptions

- Ensure SEO meta descriptions are between 50-160 characters.
- Have a clear call to action (CTA) to encourage clicks.
- Make each tag is unique and descriptive.
- Include important keywords and avoid keyword stuffing.

H1 Tags and Subheadings

- Write H1 tags that are 20-70 characters, in bold and use relevant keywords.
- Make sure your H1 contains the most important keywords to help users navigate content.
- Optimize your subheadings (H2, H3) for SEO.
- Organize your subheadings to achieve higher page rankings.
- Make sure the headings are readable, relevant and not duplicated.
- Incorporate LSI keywords into your H2 and H3 headings.

Links in SEO

- Include backlinks for SEO to reputable websites to prove you are a trustworthy site.
- Add internal links back to pages on the same website to signify that the site is important.
- Incorporate outbound or external links to other sites, which are valuable in signaling to search engines that you're an EAT source.

Image Optimization

- Choose the right format. PNG and JPEG are most common for websites.
- Compress images to enhance your site's speed.
- Customize image file names with keyword-rich titles.
- Be aware of copyright restrictions. Use only original images or stock photo images you have a license for.
- Use an alt tag that includes the SEO keyword or phrase for the page to describe it clearly for the viewer and search engine.

Take a [live demo](#) of our platform to experience best-of-breed software to enhance your SEO and marketing practices.