ON-PAGE SEO *Checklist*

- [ ] **Research Top Performing Keywords.** The best keyword terms are: Relevant to the main topic of your content, regularly searched by your target audience, and not too competitive.

- [ ] **Select Your Keyword.** Assign your keyword to one page of your content. Start creating an editorial calendar for new content and assign a target keyword to each page.

- [ ] **Find More Related Keywords.** Research related keywords or LSI keywords to add to your content. Don't duplicate content by assigning your main keyword to more than one page of your content.

- [ ] **Create a Content Plan That Includes Your Keywords.** Match your content to the keyword search intent, and determine where your content fits in your sales funnel.

- [ ] **Write a Title That Includes the Main Keyword.** Your title should be appealing to both search engines and audiences. Keep the primary keyword near the front of the headline for search engines.

- [ ] **Include the Title in the H1 Tag.** Wrap your title in an H1 title tag. This tells search engines that the copy is a description of your content.

- [ ] **Use Each Related Keyword at Least Once in Each Body Paragraph.** You want a two to three keyword density. A good practice is to use keywords two to three times per 100 words.

- [ ] **Write Long Form Original Content.** Aim for at least 800 words, providing a comprehensive post that helps people solve a pain point.

- [ ] **Set Outbound Links to Open in a New Page.** Outbound links allow new websites to open in a different page so your website is still up.

- [ ] **Add Internal Links in Targeted Anchor Text.** Internal linking helps search engines understand online content.

- [ ] **Write High-Quality Content at an Eighth Grade Reading Level.** Your number one focus should be your readers. Content should be useful, valuable, easy to understand, and well written.

- [ ] **Make Your Content Easy to Scan.** Break down content into sections with descriptive subheadings, use bullet points for list information, and highlight important points using bold formatting.

- [ ] **Use Keywords in One Subheading and the First and Last Paragraph.** Show search engines your content is closely related to your topic by adding your keyword at the beginning and end of your post.

- [ ] **Add an Image or Two.** This makes your content more interesting and helps break up your text.

- [ ] **Add Main Keywords to Alt Text.** Alternative text gets crawled by search engines and helps them to understand what is in the image content.

- [ ] **Size Images Properly.** Large pictures slow down your website. Make them an appropriate size to speed up load times.

- [ ] **Write a URL With Your Main Keyword.** Avoid adding stop words, special characters, or unnecessary words in the URL.

- [ ] **Add an Optimized Meta Description.** Meta descriptions describe what your content is about and help search engines to understand the content. This blurb is displayed on the SERP.

- [ ] **Add a Structure Data Markup.** Structured data or schema markups are extra code that help specific categories of copy to be recognized by search engines. This can lead to a boost in SERP visibility.

- [ ] **Include Social Sharing Links.** Content is easier to find when it is optimized for search and social.

- [ ] **Check Your Work and Proofread Your Content.** Proofread it and fix mistakes to maintain professionalism and authority on your content topics.