On-Page SEO Checklist

**Titles, Tags, URLs**

- **H1 or Post Title**
  - Keep Style Consistent with Your Branding
  - Keyword Near Front
  - Wrap in H1 Tags

- **Title Tag**
  - Keep it Aligned With Post Title
  - Keep Within 600 Pixel Limit
  - Make it Click-Worthy

- **Post URL**
  - Keep URL As Short As Possible
  - Include the Keyword but Avoid Duplicating Keywords
  - Use Subfolders to Avoid Over-Optimization
  - Remove Stop-Words Like -and, -the

**Content**

- **Matching Search Intent**
  - Use the SERP as Your Guide
  - Match the Intent of the User

- **Making a Better Post**
  - Better Does Not Always Mean Longer
  - Outdo the Competition

**Imagery**

- **Post Images**
  - Use Descriptive Alt Text
  - Compress Image Files
  - Avoid Overused Stock Images

**Above the Fold**

- **Header Image**
  - Keep Style Consistent with Your Branding
  - Consider Adding Animated Elements to Make it Stand Out
  - Minimize Image File Sizes

- **Author**
  - Use Authors Who Are Credible for the Topic and List Author Name
  - Link To or List Bio Where Possible

- **Post Date**
  - User Dates to Show Freshness
  - Make Sure Content is Up to Date
  - Don't Manipulate

- **Breadcrumb/Category**
  - Allows User to Click to Other Areas
  - Display So Google Can Understand Site Structure

**Intro Copy**

- Intro Should Grab Attention
- Include the Main Keyword

**Width & Size**

- **Post Width**
  - Keep Width 700-750 Pixels Wide
  - Or Aim for 50-65 Characters

- **Font Size**
  - Use 18-22 px Font Size For Readability

- **Paragraph Breaks**
  - Insert Line Breaks Every 4-5 Lines Max
  - Vary Paragraph Size
**Speed & Links**

**Page Speed**
- Pages Should Load in Under 3 Seconds

**Core Web Vitals**
- Avoid LCP, FID, CLS Errors

**Internal Linking**
- Aim For At Least 2-3 Internal Links Per 1000 Words
- Link to Other Topically Relevant Posts
- Link From Other Topically Relevant Internal Posts
- Open in the Same Window

**External Linking**
- Link to Relevant, Authoritative Sources
- Aim For at Least 2-3 External Links

**Call to Action**
- Direct the User to Do Something Next

**The Golden Rule**
- Was it Built for Users?

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**Text on Page**

**Using Subheaders**
- Include Keywords and Related Keywords in H2
- Try to Anticipate User's Next Questions

**Add Keywords Throughout**
- Add Keywords in the Post Where They Fit
- Use Core Keywords and Semantically-related Keywords

**Reading Comprehension Level**
- Understand Comprehension Levels
- Write Simply But Don't Write Down to Users
- Avoid Jargon

**Scannability**
- Use Frequent Paragraph Breaks
- Use Bullet Points
- Break into Subheaders