

# On-Page SEO Checklist



= Direct Effect     = Indirect Effect

## Titles, Tags, URLs

### H1 or Post Title

- 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

# On-Page SEO Checklist (cont.)



## 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?

## 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

