

On Page **SEO**-Checklist

KEYWORD RESEARCH

- Page Targets A Keyword/Key Terms
- Keywords bring in volume and are feasible
- Googled Keyword to Check Intent

KEYWORD PLACEMENT

- Optimized Page Title (H1)
- Meta Title Tag
- Meta Description
- Keyword Used in First 100 Words of Page
- Optimized Page Subheadings (H2-H5)
- Image File Names
- Image Alt Text
- Naturally In Body Text

TITLE

- Only One H1 Tag, Contains Keyword
- Less than 60 Characters
- Contains Value
- Do Not Overpromise

HEADINGS

- Minimum 2 H2, with Keyword
- Organize Information Hierarchy
- Make the Post Skimmable

CONTENT

- Delivers on Intent, Original and High Quality
- Actionable
- Keyword Implementation
- Organized with Subheadings and Sections
- Contains Images
- Reads Like a Human Wrote It
- 500+ Words

META DESCRIPTION

- 150-160 Characters
- Keywords integrated
- Actionable and conveys value

IMAGES

- Not Wider Than Maximum Page Width
- Compressed, Optimized
- Alt Text Uses Keyword
- File Name Contains Keyword
- Engaging and Communicates Message
- Adds Value to Content

LINKS

- 3-7 High-Quality External Links
- 1-5 Internal Links
- 3+ Internal Link To The Page
- Anchor Text Specific

TECHNICAL

- Speed-Optimized, Passes Speet Tests
- Mobile-Optimized, User Friendly
- Search Engine Indexed

URL

- Short
- Contains Keyword

RELEVANCE

- Content Still Relevant
- Modern Imagery
- All Links Work
- Keyword Still Relevant

