

# ON PAGE SEO

## CHECKLIST GUIDE



# ON-PAGE OPTIMIZATION CHECKLIST

Every little bit helps if you are trying to rank your website for competitive keywords. You can follow this checklist to make sure every page on your website is well optimized for Google.

## Ranking Factors

If someone searches for something in Google they use a phrase (or keyword as we like to say in SEO). After you type into Google you get the list of results. You as the searcher picks one of the results by clicking on it. Picking a result sends a signal to Google saying that the result is meaningful to that search. The result is relevant to what they, the searcher, was looking for. Being in the top 3 positions is what you're aiming for. From the fourth position onwards, the Click Through Rate (CTR) drops significantly.

## TITLES

Crafting a good page title is important for SEO. Titles, or titles tags as they are often called, are displayed on search engine results pages (SERPs). They are the clickable headlines for a given result. Titles are important for SEO and social sharing.

- Keep the title of your page short. Length between 50-60 characters. **Pro-Tip:** Check how it looks on a phone as well.
- Put the keyword you want to rank for at the beginning of your title. The closer to the front of your title you put the keyword/phrase you want to rank for the better. We call it front end loading the title.
- Use odd numbers, special characters (like brackets) and questions or call to actions in your title. Your title will get clicked on more.
- Use action words if you can. Buy, find, download, listen, watch, learn and access are a few to consider. **Pro-Tip:** Do not use quotations in the title or meta description because Google will cut off your phrase/sentence at the quotation marks.

URLS (SLUGS)

Make it easy for Google to understand your URL's.

Make sure your keyword is in the URL.

Create short and concise URL's (that include your target keyword).

**Pro-Tip:** People read URL's. The more precise or concise you are to what your pages are about (while including your keyword and keeping it short) the better. You don't need to include all the words, just the main ones

## META (120-156 CHARACTERS)

A **meta description** typically provides a brief summary of what a web page is about. It describes or summarizes the content. It benefits users and search engines because it tells them what the page content is about. It is generally the first thing people see when looking at your content on Google.

There are 10 meta descriptions (and titles) on a Search Engine Results Page (SERP). Think of it like a mini ad that you get to create to get people to choose you. It is important to SEO because if you can make people want to click, you rise higher in the Search Engines Results Pages.

- Length:** Keep your meta description between 120 characters and 156 characters. The longer your meta description is the more likely it gets cut off and it is shorter on a phone.
- Key Phrase:** Include the focus keyword at the beginning of the first sentence. If you can't just make sure it is in there (you're trying to tell Google you want to rank for that keyword).
- Capitalize each word.
- Use a call to action at the end.
- Make sure the meta matches the content on your page. No surprises.
- Use #'s, symbols, special characters and questions.

**Pro-Tip:** Don't use quotation marks"" in the meta description because Google cuts off that description at the quotation mark when it appears in the SERP. If you want to see what your meta description looks like, download the Chrome Extension [Mangools](#).

## CONTENT (GREAT CONTENT THAT RANKS IN GOOGLE)

- Key Phrase Distribution and Keyword Density:** You need to mention your key phrase often enough, but not too often to be 'spammy'. Keyword density is all about your keyword (targeted phrase) distribution and it being evenly distributed throughout your text.
- Introduction and keyword:** Make sure your Key Phrase is in your introduction. You want to make it clear right from the start what the page is about.
- Key Phrase in Length:** If a keyword is too short you're probably targeting a super competitive keyword. For example the keyword/phrase 'clean water distributor' will be a better choice over the keyword/phrase 'water'.
- Use Related Words:** For example, if you are a real estate agent you're probably going to mention houses. If you're a shoe company you might mention laces or tread.
- Text Length:** You need to write at least 300 words on the subject. Otherwise the search engines will consider your page 'thin content' which you want to avoid.
- Use Multimedia:** Use images, screenshots, video (not hosted by you) and audio. Images create a better experience. Time on page helps Google understand if your content is valuable to a user.
- Don't Use a Previously Used Key Phrase:** You should optimize a page for a certain keyword. Don't create pages that compete with each other!
- Use the keyword in your images** when you save them and upload them. Also use them in your ALT tag. Think about accessibility here. Describe the image so that someone who can't see the images on a page can imagine what the image is.

## HEADINGS



**Headings** H1, H2 and H3 are the most used. You don't really need to go into the other headings unless you are on a very technical website.



**Heading Order.**Headings go in order. One H1 is usually best. H2s are great titles and can help you show up in featured snippets.



**Ask questions in your subheadings.** Headings should indicate what a section or paragraph is about. Let people know what to expect. Think Question/Answer. H2 Question, Answer text under it.



**Headings and Keywords:** Put your keyword in a heading or two but don't put it in every heading. That is keyword stuffing.



**Key Phrase in Subheading:** Subheadings are a prominent part of your article. Add your focus Key Phrase to a few of your subheadings. It makes the phrase of importance clear.

**Pro-Tip:** Many people skim articles by reading the headings. If you can give them a heading that directly speaks to what is in the paragraph below, you're helping your reader.

## LINKS



**Jump Links (Article Links):** These help you help your reader. They are a good way to support your information in larger article. It also helps your reader get directly to specific information if they want it. Doing this can help you be an expert. Doing this will help Google work out which websites relate to one another.



**Internal & External Links:** Are a must for SEO. Bots follow links.

**Internal Links:** These are links to other pages on your website. Any internal link on a page is better than none. Link to pages that you want to boost vs some random page. Think about pages that you want to drive traffic to. Having internal links can keep visitors on your website which in turn helps a user learn more about your business and services.

**External Links (Outbound Links):** These help you build authority. They are a good way to support your information. It also helps your reader get more information if they want it. Doing this can help you be an expert or an authority on the information you are putting out there because you know other resources that can help a user. Doing this will help Google work out which websites relate to one another.

# ON-PAGE SEO

## STEP-BY-STEP CHECKLIST GUIDE

### IMAGES: MORE THAN JUST AN ALT TAG

- Reduce the file size of your images to a max 120KB. We want light images without sacrificing quality so that your page load times remain low.
- Images can rank in Google Images and other search engines so you definitely want to use your key phrase when saving your image.
- Name your image files and don't forget to use the Image Alt attribute or Alt Tag.
- For Wordpress websites you can use a plugin like Image Compression and Optimization or Smush (or something like it) if you haven't managed your image sizes before.

### ADDITIONAL ASSETS

[On Page Image Optimization Assets](#)

[How to Optimize Images for Web Performance Without Losing Quality](#)

[Broken Link Checker Tool](#)

[Title Generator](#)

[ChatGPT \(https://openai.com/chatgpt\)](https://openai.com/chatgpt)

[Hemingway App](#) - Great for optimizing posts for readability

## CONCLUSION

On-page SEO consists of activities that directly affect the content, pages and architecture of your website. The practice of optimizing web pages to improve a website's search engine rankings will earn you organic traffic. Also, if you rank a web page in the first three spots of Google you'll generate a lot more activity on your website. A large part of On-Page SEO is managing all the components of your content. To help improve a piece of content so it can (possibly) rank in the search engines it's important to follow the recommendations above. But before you optimize a web page make sure you have your targeted keyword all picked out (and you've done your keyword research).

To show your website high up on the Search Engine Results Pages (SERPs) it is the little things that will give you a leg up. Giving Google good indicators or signals as to what your content is really about is what it is all about. Follow the steps above and future you will thank you and don't forget we're writing for humans and for Google. It is an art and a science. You can't rank a page for a phrase if you do not use that phrase in your content.

Understanding SEO gives us the tools to use and manage our business online and be successful!

### Questions?

Don't be shy to let us know if you have any questions!

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