

On-Page SEO Checklist

Get the most from each web page or blog post by following these foundational on-page SEO steps.

On-Page Optimization Steps

Pick a keyword or phrase that the post/page is most about.

*Create an Attention Grabbing Headline that may also contain a version of the keyword
- by default this is your H1 tag.*

Ensure that keyword is in the Title, Description and URL (Yoast Plugin).

Create captivating meta-description to enhance click-through rate.

Make URL short - 2 or 3 keywords not entire title.

Go to Google and actually search your keyword phrase, scroll down to the bottom of the SERP to review the related search terms Google suggests, then sprinkle a few of them into the post.

Add relevant keywords or phrases to H2 subheads.

Change image file names to include the keyword phrase.

Add ALT description to images using keyword phrase.

Link out to 2-3 authoritative posts on the topic.

Link internally to 2-3 related posts or pages.

