

ON-PAGE SEO CHECKLIST

On-page SEO refers to everything you can do, within your website, to optimize your content for better rankings on search engines. And this guide will teach you how.

How to Optimize Your Content for SEO

1 ADD YOUR KEYWORD IN THE TITLE

H1 tags are usually used for page titles. You should include your keyword in the title of your page to tell search engines and users what the main topic is.



2 INCLUDE YOUR KEYWORD IN THE URL

Aim to create a short and descriptive URL for your content. Not only will they be optimized for search engines, but they will help visitors understand the topic of the page.

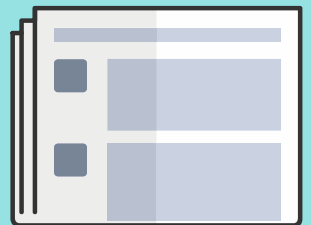


3 OPTIMIZE YOUR TITLE TAG

- An optimal title should consist of a maximum of 60 characters (excluding spaces).
- The title should be optimized for the user
- Each URL should have a unique and different title.
- Your keyword should appear in the title, preferably in the first position.
- Make sure that the title looks as natural as possible and that it offers the user added value.

4 USE YOUR KEYWORD IN THE FIRST 100 WORDS

It sounds like an old technique, but it still works. All you need to do is use your main keyword once in the first 100 words of your article.



5 WRITE AN OPTIMIZED META DESCRIPTION

- Add descriptions and features that you would not be able to put in the title.
- Amplify the search intent. Specify why your page matches the user's query.
- Use the active voice. Remember that you are addressing the user.
- Be clear and brief. Try to fit within the 160 max recommended characters.
- Add your keyword. Remember that Google bolds words related to the query.

6 USE YOUR KEYWORD IN SUBHEADINGS

Remember to add your keyword in your subheadings too. This means including the keyword the H2 or H3 of your articles.



7 OPTIMIZE YOUR IMAGES

To understand the subject of the image, Google uses alt text along with the page content.

- Description. Include keywords where relevant.
- Simplicity. Help users by giving them short descriptions.
- Accuracy. Commit to describe what you see in the image clearly.
- Keyword placement. Avoid keyword stuffing, as it can damage your website.

8 INTERNAL LINKING

Enter your keyword in the anchor text. The sentence contained in the anchor text within the sentence must be relevant and meaningful. In addition to consistency, remember that the linked source must deepen the anchor text topic.