

# On-Page Search Engine Optimization Checklist

On-Page Search Engine Optimization Best Practices That Search Engines Want To See

## On-Page SEO Checklist

- ✔ Content is high-quality, relevant, and at least 500-600 words in length.
- ✔ Target keyword search phrase is included in page headline.
- ✔ Target keyword search phrase is included in at least one sub-headline.
- ✔ Target keyword search phrase is repeated 2-5 times within body copy. Don't over-do it, or the page may get downgraded as spam. Keep the reader in mind as you work with the target search phrase. Copy should always be reader-friendly.
- ✔ Page includes relevant images and/or graphics that help illustrate the target keyword search phrase.
- ✔ Captions for images and/or graphics include the target keyword search phrase.
- ✔ Content and resources on the page are so good that visitors will want to share your link with others.
- ✔ Location: If you are optimizing for specific country, state, city or regional names, be sure they are in your copy and perhaps in a page footer.
- ✔ No misspellings or poor grammar.
- ✔ Inclusion of social media links and / or user discussion or reviews. Pages with active visitor interaction are scored higher than static pages.
- ✔ Include the target keyword/search phrase in the page URL if possible.
- ✔ Title tag: Every page should have an HTML title (enclosed in <title> </title> tags). The title copy should be unique, include the target keyword or target phrase, and must be 70 characters or less.
- ✔ Meta description tag: The meta description in the page head-tag set (enclosed in <meta name = "description" content=""> usually appears with your organic search listing, and induces readers to click through. The meta description tag should be no longer than 160 characters, and should include your target phrase.
- ✔ Image alt text: Use the target phrase in image alt text (embedded in the image tag as alt="your keyword")
- ✔ Links from copy: Use links to other pages on your site, or other resources available on your site. Links should be relevant to your page topic. The latest research shows Google may penalize any page containing more than 100 links, and we recommend stopping well short of that number, unless there is a good reason. A few internal links (to other pages on your site) are a positive, especially if they tie together similar topics. Internal links also help search engine bots navigate and categorize your site.