

# On-Page SEO Checklist

## Keyword Research:

- Research competitor keywords
- Use geographic keywords for local services
- Start campaign with long-tail keywords
- Google keyword to check competition
- Use a trusted source, such as semrush
- Look at "People Also Ask" section of SERP

## Keyword Placement:

- Title tag
- Meta description tag
- h1 tag
- First 100 words of page content
- Alt tags of images
- Image file names

## Headings:

- Only 1 h1 tag
- Keep h1 tag under 70 characters
- At least two h2 tags
- Subsequent tags follow a heirachy
- Match h1 to meta title tag

## Image Optimization:

- Alt tag contains keyword
- Compress image for fast loading
- Use image title tag for tool tip rollover
- Use unique images whenever possible
- Add structured data to image
- Include captions when appropriate

## Technical SEO:

- Page loads in less than 2 seconds
- Page is mobile responsive
- Submitted to Search Console for indexation
- Link to sitemap in footer
- Register site on Google Search Console
- Install Google Analytics

## Page Content:

- Quality content
- Short paragraphs
- Spell checked
- Clear call to action above the fold
- Uses proper grammar and sentence structure
- Avoid keyword canibalization
- Introduce new topics with transition words

## URLs:

- Short and pithy
- Use hyphens as word separators
- Communicates where user is on site
- Contains no dates or code