



Checklist 3 - On-Page SEO For Traffic

Project Name: _____

Date: _____

Yes No

With the way the world is changing and the business world is developing and evolving, so is Search Engine optimization. It's no secret that it is highly effective; however, the trick is understanding how it works and how you can make it work for you to boost your traffic number.

Step 1. Make your site user-friendly

1 Keep your site up to date and flowing with the current times.

2 Make sure that your target audience can easily understand your site and has less complicated in navigating around your site.

3 Make your posts easy to read

- Make sure it is quality content
- Make paragraphs short
- Use short sentences
- Use simple and understandable words

Notes

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- *Make use of images*
- *Always subhead*

Step 2. It's time to optimize voice search

4 Make use of long-tailed keywords to get more people to reach your site through voice search.

5 Try using structured data to enhance your chances of getting your site or content searched by utilizing schema.

- *You can use schema, which can help your website supplement its search results with extra information. This, therefore, help promote organic search results.*
- *This can be started by going to Google's structure data testing tool, where it can further guide you on how to set it up.*

Step 3. Utilizing topic clusters instead of keywords

6 Understand your target audience in order to accurately get the right attention of the right people interested in your content.

7 Organize your content into different themes instead of keywords, which makes it easier for users to access as you form topic clusters.

Notes



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8

Work on your keyword research by using keyword tools like:

- Moz
- SEMrush
- Ahrefs

Step 4. Perfect your content

9

Always keep your customer and audience in mind when creating content.

10

Make sure your content sticks with the trends.

11

Extend and expand your content to make it longer

12

Refresh and recycle your old content

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- 13 Keep your audience's demands in check but always add your personal touch to keep the content different from competitors.
- 14 Research shows that well organized and neat sites have more chances of being found on Google.
- 15 Try and optimize your images with keywords as it can help in your site being detected by Google algorithms.
- 16 Add related keywords to attract more people.

Notes