



Checklist 11: How To Do On-Page SEO?

Project Name: _____

Date: _____

Yes No

On-page SEO is the practice of maximizing and optimizing web pages individually so that they reach a higher rank and earn the most relevant traffic in the search engines. Here is a checklist about how you can do your on-page SEO:

The Very Basics

- 1 Acquire a proactive approach.
- 2 Start by searching the SERPs. Enter some keyword related to you and see what comes.
- 3 Examine the first few results and see what is going well, e.g. the URL, title or the featured snippet.
- 4 Look for any gaps you can fill. Find content and questions that aren't being answered in the results and create content accordingly to get a higher ranking.

Keyword Research

- 1 Identify your primary and essential keywords.

Notes

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- 2 Understand your target market and niche.
- 3 Figure out their demographics, interests and requirements.
- 4 Next, segment your market into smaller sub-groups based upon the various demographics, interests and needs.

URLs

- 1 Pick URLs that are short, clean and easier to read and understand.
- 2 Google's algorithm prefers URLs with 3-5 words only
- 3 Make sure your URL contains the primary keyword and an accurate portrayal of what the page is about.
- 4 This way; Google will be able to crawl your page effectively.

Title Tags

- 1 Include 2-3 keywords within your title.

Notes



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- 2 Keep the main keyword on the front of the title.

- 3 Use the general formula: <compelling text>primary keyword, secondary keyword<compelling text>

- 4 Google will limit your title to 50-60 characters to create your title text accordingly.

H2 Tags

- 1 Use H2 tags which are your subheadings throughout the body of your content to divide the content into logical and readable segments.

- 2 Try to include your keyword in every 3-4 subheadings.

Notes