



ON-PAGE SEO CHECKLIST

- 1. Keyword Research
- 2. Optimize content for user intent and search intent
- 3. Avoid keyword stuffing
- 4. Keyword density should be 1-2%
- 5. Follow Google E-E-A-T Guidelines
- 6. The meta description should be between 20-25 words with keyword optimization
- 7. The title tag should be under 60 characters with keyword optimization
- 8. Edit URL slug to include keyword
- 9. Follow a clear hierarchy of heading tags
- 10. Only one H1 tag
- 11. Include images with keywords as filename and alt text
- 12. Embed videos if relevant
- 13. Link to internal pages, specifically top-performing pages
- 14. Link to external resources, and set them to open in a new tab
- 15. Implement schema markup