

ON-PAGE SEO CHECKLIST

Here is a checklist you can use to make sure you are doing everything possible to rank higher in search engines.

Keyword placement:

- Keyword in title.
- Keyword in first paragraph.
- Keyword in image alt tag.
- Use long tail keywords in body.
- Use long tail keywords in H2 or H3.

Other things:

- Add multimedia (video, slides, and infographics).
- Minimum 500 words.
- Optimize images before uploading (compress and resize).
- Optimize page load speed.
- Create a meta description less than 320 characters. (This is a new meta description limit for 2018)
- Internal links to related articles.
- Outbound links to relevant high-quality sites.
- Content length: The longer the content, the better it probably is. But don't try to needlessly increase the content length.
- At the end of blog post, ask users to take action.

Other things not mentioned here:

- Make sure to have social sharing buttons either at the end or floating on the site of your post.

Things not to do:

- Don't put more than one H1 tag (your post title is H1).
- Don't repeat the same H2 and H3 tag.
- Don't stuff keywords.

So these are tips that will help make your on-page SEO much better and more likely to rank on search engines.

But it's important to remember: **You can't trick a search engine.**

The things that rank the highest are the things that are the most informative, the most engaging, and the most useful. So strive to create content that readers love, and search engines will love you too.

The Web Silo Online Marketing

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