On Page SEO Checklist

1. Keyword Research
   - ☐ Use Google Keyword Planner to determine the best keyword(s) to use for your site.
     - i. Check Competitor/Similar Sites
     - ii. Narrow down by geography if required
     - iii. Try different keyword phrases to see what Google suggests
   - ☐ Use Google Trends to see what keyword phrases are trending for your industry
   - ☐ Use Spyfu, SEMRush or similar tools to check against competition
   - ☐ Use Google Analytics to determine what people search to arrive at your site
   - ☐ Use WordTracker to find relevant keywords
   - ☐ Use Moz Keyword Explorer
2. Domain Name
   - ☐ If possible purchase a domain that uses your top keyword phrase
   - ☐ Purchase a domain with no more than 3 words in it
   - ☐ Use TLD such as .com or .net. Internet users are more familiar with these domain extensions
3. Title
   - ☐ Use titles that include keyword phrases
   - ☐ Ensure the business name is part of the title
   - ☐ Titles should be under 60 characters
   - ☐ Do not reuse page titles
4. Meta Description
   - ☐ Include a thorough description of the page/post that includes keyword phrase
   - ☐ Meta Descriptions should be under 160 characters
   - ☐ Do not reuse meta descriptions
5. URL
   - ☐ Page/Post URLs should include keyword phrase
   - ☐ Keep URLs short. Under 100 characters is a good number
6. Content
   - ☐ Develop content (pages/posts) that is easily read by your audience
   - ☐ Page/post content should be at least 500 characters
   - ☐ Include keyword phrases 3-4 times in a 500 word page/post
   - ☐ Do not duplicate content on your site
   - ☐ If video is part of your content marketing plan to transcribe or at least give a synopsis of the video

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7. Image Alt Tags & Title Tags
   - ☐ Ensure every image on your site has an alt tag and title tag
   - ☐ Alt Tags & Title Tags should include keyword phrases for specific page/post
   - ☐ Avoid using the same text for Alt Tags & Title Tags
8. Mobile & Speed
   - ☐ Site absolutely needs to be mobile friendly
   - ☐ Site Speed is also important. Minimize CSS, JavaScript and image size
   - ☐ Use Google Mobile Test & Speed Test to Check and Fix Errors
9. AMP
   - ☐ Make sure your website is AMP compatible
10. Header Tags, Bold & Italicize
    - ☐ Use H1, H2, and H3 Headers to divide content and highlight keyword phrases
    - ☐ Use Bold and/or Italics to highlight important words and keyword phrases
11. Google Search Console, Google Analytics, Bing Webmaster Tools, Social Media
    - ☐ Add your xml sitemap to Google Search Console and Bing Webmaster Tools
    - ☐ Add your site to Google Analytics
    - ☐ Follow steps Google suggests to improve search results
        i. Set Country
        ii. Set version (www or no www)
        iii. Submit sitemap for both www and no www
    - ☐ Add your site to social media sites such as Facebook & Twitter
12. Avoid
    - ☐ Keyword stuffing. Overuse of keyword phrases can have a negative effect on your site
    - ☐ Using irrelevant keywords
    - ☐ Duplicate Content
    - ☐ Flash & Ajax.
    - ☐ Videos are great for user experience but cannot be read by Google. Make sure to include relevant information.
    - ☐ Large Images
    - ☐ Excessive/Unnecessary JavaScript
    - ☐ iFrames