

## On-Page SEO Checklist

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### Metadata & URL Optimization

Did you target your keywords (primary keyword in “exact match” toward beginning + unique words from any related keywords)?

- URL** - is it keyword-rich and (ideally) under 100 characters?
- Page Title** (55-70 characters) - is it emotive?
- Meta Description** (250-300 characters) - is it compelling?

### Body Content Optimization

Did you target your keywords within the the body content?

- H1 Title** - use primary keyword + compelling editorial
- Subtitles** - use primary/related keywords + compelling editorial
- Paragraph Content** - use your primary in the first paragraph and primary + related keywords elsewhere without over-optimizing.

### Images & Rich Media Optimization

Did you optimize your images and add rich media such as video?

- Image file names + alt tags** - are they keyword-rich/descriptive?
- Image captions** - tell the story of the image and use keywords
- Embedded video** - proprietary or YouTube video related to topic

### Content Quality Optimization

- Did you determine **5-10 reader questions** (such as Google’s “People Also Ask” suggestions) and answer them?
- Is your content **unique**?
- Is your content **depth / word count** comparable to competitors?

### Link Building Optimization

Did you build links to and from this page?

- Build internal links FROM this page** to important and related pages on the website using keyword-rich anchor text.
- Build internal links TO this page** from topically-related pages on the website using keyword-rich anchor text.
- Did you link to pages on topically-related external websites** that are authoritative and non-competitive? *Note: It may be best to limit this tactic on your service / product pages.*

### Social Open Graph Optimization

Did you optimize for social media sharing?

- Are there **social sharing buttons** on the page? *Note: It may be best to ignore this tactic for your service / product pages.*
- Feature Image** (as recommended by [Buffer](#))
  - Horizontal (landscape) – 1,024 x 512
  - Vertical (portrait) – 800 x 1,200
- Customized Title & Description** (if necessary)

### Rich Snippet & Answer Boxes Optimization

- Did you use structured data** for content that can potentially receive rich snippets (reviews, events, recipes, instructions, etc.)? More info on [Schema.org](#).
- Did you target question-based keywords** in subtitles (How To, Why, When...etc.) and answer them logically with bulleted lists or quick answers in order to increase your chances of being featured in Google answer boxes? More info on [Moz](#).