

SEO Checklist

SEO Checklist: Your Quick Checklist for On-Page Optimization



- ☐ You have at least 500 words of relevant and fresh content free misspellings and poor grammar
- ☐ Your target search phrase is included in either the page headline or sub headline
- ☐ Repeat your target search phrase 3 - 10 times within body copy. Make sure your copy is reader friendly. Don't over-saturate your content with your search phase or you'll be downgraded to spam by Google
- ☐ Your page includes relevant images and captions that help illustrate the target search phrase
- ☐ The content and resources on your page are so informational or inspiring that visitors can't help themselves but to share and post elsewhere
- ☐ Your page includes user discussions or reviews, as active visitor interaction is scored higher than static pages

Your Quick Checklist for Meta Optimization



- ☐ **URL:** Your target search phrase is included in the page URL
- ☐ **Title page:** Your HTML title copy includes your search phrase and is less than 70 characters
- ☐ **Meta Description Tag:** Your page includes a meta description that includes your search phrase and is no longer than 160 characters
- ☐ **Image alt text:** The image alt text includes your search phrase
- ☐ **Links from copy:** Your page includes relevant links to other pages on your site