

# SEO On-Page Optimization Checklist

No.	Criterion	✓	Best Practice
1	Name of the Page or Post		<p>Unique, Short and Compelling Representation of the Page or Post Content</p> <p>Ideally 5-7 words</p> <p>Use Focus Keyword Phrase Once</p>
2	Permalink (Page or Post URL)		<p>Unique, Short and Compelling Description of the Page or Post Content</p> <p>At Least 3 Words</p> <p>Shorter is Better. LT 115 Characters is Best Practice. Never Exceed 2,048.</p> <p>Use Target Keyword Phrase Once</p> <p>No Unnecessary Stop Words (e.g. And, It, The, A[n])</p> <p>Separate Words With Hyphens (-) Not Underscores (_) Not Spaces</p> <p>Avoid Special Characters (e.g. &amp;?=")</p> <p>If Renaming An Existing Page, Create a 301 Redirect</p> <p><a href="http://moz.com/blog/should-i-change-my-urls-for-seo">http://moz.com/blog/should-i-change-my-urls-for-seo</a></p> <p>Example: <a href="http://www.domain.com/folder/page-or-post-name/">http://www.domain.com/folder/page-or-post-name/</a></p>
3	W O R D S		<p>H1 Heading (Main Heading)</p> <p>At Least 3 Words</p> <p>Use Only 1 H1 Per Page Or Post</p> <p>Use Primary (Target) Keyword Phrase Once</p>
4			<p>H2-6 Heading (Sub-Headings)</p> <p>At Least 3 Words</p> <p>Use To Partition Content, Ease Scanning</p> <p>Use Primary Keyword Phrase Once (If Makes Sense. Don't Force It.)</p> <p>Use Secondary Keyword Phrase(s) Once. Don't Force It!</p>
5	Body Text		<p>Minimum Recommended Post Length is 300 Words</p> <p>Use Primary Keyword Phrase 1-3 Times - Short Posts (LE 600 words)</p> <p>Use Primary Keyword Phrase 3-6 Times - Long Posts (GT 600 words)</p> <p>Use the Primary Keyword Phrase at Beginning, Middle and End</p> <p>Use Related Keyword Phrase(s) Where It Makes Sense</p>
6	Paragraphs		Short, Focused - 1 To 4 Sentences
7	Internal Link(s)		Use Primary Keyword Phrase in Anchor Text Point TO Page
8	External Links(s)		Point to Relevant, Helpful & Authoritative External Sources
9	Spelling / Grammar		Ensure No Errors
10	C O M M E N T S		Encourage Comments
11			<a href="https://blog.hubspot.com/blog/tabid/6307/bid/8906/9-ways-to-encourage-people-to-comment-on-your-blog.aspx">https://blog.hubspot.com/blog/tabid/6307/bid/8906/9-ways-to-encourage-people-to-comment-on-your-blog.aspx</a>
12	Image Links		<p>Link To Media File (If Details Important) Otherwise "None"</p> <p>Apply Permalink Naming Instructions</p>
14	I M A G E S		<p>Image File Name(s)</p> <p>Use Primary Keyword Phrase on ONE Image</p> <p>Use Related Keyword Phrase(s) on Other Images</p> <p>Be Descriptive</p>
15			<p>Image Alt Tag(s)</p> <p>Describe Image For Visually Impaired Audiences</p> <p>Use Primary Keyword Phrase Once (Towards Beginning of Tag)</p> <p>Use Related Keyword Phrase(s) on Secondary Images</p> <p>Use format "Keyword Phrase or Name of Post   Short Description of the Image   Business or Site Name"</p> <p><a href="https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/">https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/</a></p>

# SEO On-Page Optimization Checklist

16	Title Tag	<p>Unique, Short, Compelling Description Page of Post Content</p> <p>Same As or Similar To the Name of the Page or Post</p> <p>Use Primary Keyword Phrase Once</p> <p>Optionally Use Related Keyword Phrase</p> <p>At least 3 words</p> <p>LE 60 Characters (600 Pixels)</p> <p>Keywords Close To The Beginning of The Title Tag</p> <p>Brand Name Is Optional; usually reserved for an About page</p> <p><a href="http://moz.com/learn/seo/title-tag">http://moz.com/learn/seo/title-tag</a></p>
17	T A G S Description Tag	<p>Should Be Unique</p> <p>Use Primary Keyword Phrase Once</p> <p>Optionally Use Related Keyword Phrase(s)</p> <p>If Targeting 3 or More Keyword Phrases (Ecommerce), Leave Blank</p> <p>150 - 160 Characters</p> <p>Avoid Double Quotes (Truncates Description)</p> <p>Message Should Be Compelling</p> <p><a href="http://moz.com/learn/seo/meta-description">http://moz.com/learn/seo/meta-description</a></p> <p><a href="http://moz.com/ugc/our-forgotten-friend-the-meta-description">http://moz.com/ugc/our-forgotten-friend-the-meta-description</a></p>
18	Keywords tag	<p>None - Leave Blank</p>
19	Post Categories	<p>Select The Single Most Relevant Post Category</p> <p><a href="http://www.b-seenontop.com/seo-blog/how-to-pick-blog-categories-and-tags/">http://www.b-seenontop.com/seo-blog/how-to-pick-blog-categories-and-tags/</a></p>
20	Post Tags	<p>Select 1-5 Relevant Post Tags, Less is More</p>
21	Noindex Flag	<p>Select The Robots Noindex Option If The Page or Post Is One of Many With &lt;300 Words Or Is One You Want Google To Ignore</p>
22	T E C H N I C A L Canonical URL	<p>If Original Content, Self-Reference Current Page Or Post Permalink</p> <p>Yoast Will Insert Current Page or Post Permalink by Default</p> <p>Otherwise Insert Permalink/URL Of Original Blog Page or Post</p>
23	301 Redirects	<p>If Renaming An Existing Page, Insert The Original Page or Post URL Here</p> <p>If Consolidating Pages, You Will Need To Redirect Every Old URL To The New, Consolidated URL and Eliminate Intermediary Hops</p> <p>Create a NEW XML Sitemap (Yoast Will Update Automatically)</p> <p>Leave NEW and OLD Sitemaps Registered With Google Search Console For A Month, Then Remove The Old One</p> <p><a href="http://moz.com/learn/seo/redirection">http://moz.com/learn/seo/redirection</a></p>