On Page Seo
checklist

☐ KNOW YOUR KEYWORDS PER PAGE

☐ CONTENT THAT MATCHES THE USER'S INTENT

☐ HEADLINE IN H1 TAG

☐ SUBSEQUENT HEADLINES IN H2+

☐ KEYWORD RICH PAGE TITLE TAG

☐ DESCRIPTIVE META DESCRIPTION

☐ IMAGE OPTIMIZATION (FILE NAME, ALT TEXT)

☐ IS THE SITE MOBILE & CONVERSION FRIENDLY?

☐ OPTIMIZED INTERNAL & EXTERNAL LINKS

☐ REGULAR UPDATES - REVISIT ROUTINELY

☐ NO KEYWORD STUFFING

☐ IS NOT 'ONE-AND-DONE'

☐ USE ENOUGH WORDS PER PAGE TYPE

☐ BEWARE OF BUYING BACKLINKS

☐ NO 'LINK EXCHANGES'

☐ KEYWORD VARIATIONS NOT NEEDED

☐ NO SPAMMY LINK DIRECTORIES

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