

# Your Complete On-Page SEO Checklist



## Page & URL Info

- Make your page indexable.
- Include your target keyword in your URL.
- Make your URL short; aim for 50-60 characters.
- Use hyphens to separate words in your URL.
- Include your target keyword in your:
  - Meta Title
  - Meta description
- Make your meta Title and description attention grabbing.



## Text

- Enhance your content's readability.
  - Use bullet points and numbered lists.
  - Break text into shorter paragraphs.
  - Proofread.
- Include your target keyword in a few header tags (every 3-4 subheadings).
- Include both internal and external links.
- Identify and fix broken or redirecting links.
- Optimize your content's anchor text.
- Add social share buttons.



## Images & Other Multimedia

- Incorporate multi media into your content.
- Include descriptive alt text for your images.
- Reduce file sizes for faster page loading.