Complete These Action Steps Before Moving on to The Next Section

I have to congratulate you for making it this far! On page optimization is the longest part of an SEO audit. You're doing great!

As this is the longest section of the SEO audit, this is also the longest action list you'll have but it's also the most informative.

Before moving on to the next section, there are a few things I'd like you to do first. Start by focusing on your top performing pages and the one's you'd like to rank first. Then you can always go back and complete these tasks for other pages.

1. Complete your keyword research and finalize your list of keywords you will be using.
2. Use the keyword density analyzer to see how your website is already using the keywords.  
   <http://tools.seobook.com/general/keyword-density/>
3. Update your top page's titles and descriptions.
4. Review and correct if needed, your URL structure.
5. Review and correct your canonical URLs. Make sure a preferred URL is set.
6. Appropriately incorporate header tags into your page.
7. Review and update the text formatting used.
8. Check the quantity and quality of the content on your top site pages and update if needed.
9. Create an internal link structure.
10. Check your images to make sure they are friendly for search engines and easy on your site loading time.
11. Check for broken links.
12. Review your website's overall user friendliness and make any changes.
13. Check your website's page speed and make any changes to speed up your website's load time.
14. **And lastly, start a new discussion and ask any questions that you have up to this point. I'm here to help you.**

Ok, are you ready? Let's move on and find out about some resources you can use that only take a few minutes to set-up and can really help you rank your website.