

# Page SEO SOP Checklist

## 1. Introduction

- Optimize web pages for better rankings and user experience.

## 2. Keyword Research

- ✓ Use tools (Google Keyword Planner, Ahrefs, SEMrush) to find high-volume, low-competition keywords.
- ✓ Analyze intent, map keywords, and check competitor content.

## 3. Content Optimization

- ✓ Naturally integrate keywords, ensure valuable content.
- ✓ Check AI-detector-free (ZeroGPT) and plagiarism-free (PapersOwl).
- ✓ Add CTAs, FAQs, and competitor analysis.

## 4. On-Page Optimization

- ✓ **Title & Meta:** Keyword-rich, concise, engaging.
- ✓ **Headings:** One H1, structured H2/H3.
- ✓ **URL:** Short, descriptive, consistent.
- ✓ **Internal Linking:** Relevant, well-anchored.

## 5. Image Optimization

- ✓ Add alt attributes, optimize size, ensure correct paths.
- ✓ Use WebP for better loading speed.

## 6. Technical SEO

- ✓ **Mobile-Friendly:** Responsive, check forms.
- ✓ **Speed:** Compress files, optimize JS/CSS, use caching.
- ✓ **Schema Markup:** Implement & validate structured data.

## 7. Final Checks

- ✓ Ensure quality, readability, and compliance with SEO best practices.
- ✓ Monitor with Google Analytics & Search Console.
- ✓ Update periodically, fix broken links, and refine as needed.

 **Follow for optimal SEO performance!**