On-Page SEO Checklist.

This checklist helps SEOs streamline the optimization process by focusing on key factors rather than trying to optimize every single SEO parameter.

You don't need to cover everything to rank on the SERPs. The steps included are based on my experience optimizing multiple websites.

For example, here are five keywords that are currently ranking at the top.

In this checklist, you'll find my exact tactics to achieve those results.

Keyword	Page URL	Position
Ethical link building	https://marketinglad.io/ethical-link-building-strategies/	2-4
Snowflake development services	https://www.aegissofttech.com/snowflake-development-services.html	1
Dynamic presentation	https://www.customshow.com/dynamic-presentations/	1
How to handover presentation to next person	https://www.customshow.com/how-to-handover-presentation-to-next-person	1
Permanent backlinks	https://marketinglad.io/permanent-backlinks/	3-4

For Guaranteed On-Page Success - Follow My 11 Steps Checklist/Guide

1) Add a focus keyword for the page.

Ensure a relevant focus keyword is selected and placed throughout the page. Use it naturally to enhance SEO without keyword stuffing.

2) Add the target keyword to the page's URL.

Ensure the target keyword is included in the page's URL. The URL should be short, descriptive, and reflect the page's primary topic. Using the target keyword in the URL

improves SEO by making the URL more relevant to search engines and users. Avoid using unnecessary words, dates, or characters. Keep it simple and user-friendly.

Example:
For a page about "Best SEO Tools," the URL should look like this:

https://www.example.com/best-seo-tools

3) Use the keyword within the introduction(ideally in the first 50-100 words).

Ensure the target keyword is used once at the top of the page, ideally within the main content's first 50-100 words. This helps search engines quickly understand the page's focus and signals relevance for the keyword. Incorporate it naturally into the text without over-optimizing or forcing it into the content.

4) Use the keyword in the page's title tag.

Ensure the target keyword/focus keyword is included in the page's title tag. The title tag should be concise (typically under 60 characters) and accurately describe the page's content. Place the keyword near the beginning of the title for better SEO impact, and ensure it reads naturally for both users and search engines.

Example:
For a page targeting the keyword "Email Marketing Tips," the title tag could be:

<title>Email Marketing Tips: Boost Engagement and Conversions</title>

5) Use the keyword in the subheadings.

Include the target keyword in one or more subheadings (H2, H3, etc.) on the page. This helps to organize the content and signal the keyword's relevance to search engines throughout different sections. Subheadings should be clear and naturally incorporate the keyword without keyword stuffing while enhancing user readability.

6) Compress Images, use WebP format and add alt text.
- Optimize images by compressing them to reduce file size without sacrificing quality.
- Use the WebP format for better performance, as it offers superior compression compared to JPEG and PNG formats.
- Include descriptive alt text for each image to improve accessibility and SEO by providing context to search engines and users with visual impairments.

Example:
For an image related to "Digital Marketing Tools," the HTML code could look like this:

In this example:

The image is in WebP format for faster loading.
The alt text is descriptive and includes context, benefiting accessibility and SEO.

7) Add internal links to other pages.

Add internal links to relevant pages on your site to improve user navigation and help search engines understand your website structure. Internal links distribute link equity across pages and improve indexing.

Typically, include 2-5 internal links per page. However, if the page has over 3,000 words, you can add up to 10 internal links. Ensure that the internal links are dofollow, and the anchor text is descriptive and relevant to the linked content.

8) Add external links.

Include a few external links to authoritative and relevant websites to add value and provide context for users. External links improve the credibility of your content by connecting it to trusted sources.

Typically, aim for 2-3 external links per page, making sure they point to high-quality websites that are reliable and relevant to the topic. Ensure that external links open in a new tab and are marked as nofollow unless they are trusted partnerships.

9) Use structured data.

Implement structured data (schema markup) on your page to help search engines better understand your site's content and context.

Structured data enables enhanced search results, such as rich snippets, which can improve click-through rates and visibility. Use appropriate schema types relevant to the page's content (e.g., Article, Product, FAQ).
Validate the structured data using tools like Google's Structured Data Testing Tool to ensure proper implementation and avoid errors.

Example:
For a product page, you might use the following structured data in JSON-LD format:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "SEO Optimization Tool",
  "image": "https://www.example.com/images/seo-tool.jpg",
  "description": "An advanced tool for optimizing websites for search engines.",
  "brand": {
    "@type": "Brand",
    "name": "ExampleBrand"
  },
```

```
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": "49.99",
    "availability": "https://schema.org/InStock"
  }
}
</script>
```

In this example, structured data provides search engines with specific information about the product, which can lead to rich snippets in search results.

10)   Add internal links from high-traffic blogs.

Identify high-traffic blog posts on your website and add internal links from those pages to the target page you want to boost.

Linking from high-traffic blogs helps pass authority and visibility to other relevant pages, increasing the chances of them being discovered by users and search engines.

To maintain a positive user experience, ensure that the anchor text is relevant, naturally fits into the blog content, and that the linked page is contextually related.

Follow these 10 steps to optimize your content for search engines. These steps cover many of the most essential aspects of on-page optimization.

11)   Ensure Mobile Responsiveness

Ensure the page is fully optimized for mobile devices, as a significant portion of traffic now comes from mobile users.

Mobile responsiveness is a critical SEO factor, as search engines prioritize mobile-friendly websites. Test the page's layout, images, navigation, and load time across different devices to ensure a seamless user experience on mobile.

Example: A mobile-friendly page should have:

- Scalable images that adjust to screen size.
- Legible text without zooming in.
- Buttons and links that are easy to tap on mobile devices.

Bonus SEO Tips

1) Use Synonyms and Related Terms

Incorporate synonyms and related terms throughout your content to avoid keyword overuse and enhance semantic richness.

This helps search engines better understand the context and improve the page's chances of ranking for related keywords. It also enhances readability and provides more varied content for users. Ensure that synonyms are naturally incorporated and do not compromise the flow of the content."

Example: If the target keyword is "digital marketing," you could use related terms like "online marketing," "internet advertising," or "web marketing" throughout the content.

2) Use Compelling Meta Description

Write a compelling meta description that accurately summarizes the page's content and encourages users to click.

The meta description should be between 150-160 characters and include the target keyword, although it doesn't directly influence rankings.

A well-written meta description can significantly improve click-through rates from search engine results.

Example:

For a blog post on "SEO Best Practices," your meta description could be:

Discover the top SEO best practices to boost your website's rankings and drive more traffic. Learn practical strategies for optimization today!

In this example, the meta description is concise, contains the keyword, and provides a clear call to action to entice users to click.

3) Content-Length and Quality

Ensure the content is long enough to address the topic thoroughly but remains concise and relevant. Content should provide value and be well-researched. Pages with thin content can hurt rankings.

4) Keyword Density & Placement

While you cover where the keyword should be used, it's important not to overuse it. A note on keyword density (1-2%) could be helpful to avoid over-optimization.

5) Canonical Tags

Add a note about using canonical tags to avoid duplicate content issues, especially if the page's content is similar to other pages on your site.

6) Social Sharing Buttons

Consider adding social sharing buttons to increase user engagement and drive more traffic, which can indirectly help with rankings.

Follow these steps to optimize your website successfully. If you have any questions, please feel free to contact me at hi@shahidshahmiri.com

Follow me for more valuable SEO insights and tips.