ON-PAGE SEO CHECKLIST

- ☐ Check the Target Keyword Matches User Intent
- ☐ Have the target keyword in URL, Title and Heading
- ☐ Use a Single H1 on Each Page
- ☐ Set an Enticing, yet SEO-Oriented Meta Title
  (improve click-through rates by changing your titles)
- ☐ Write a Compelling Meta Description
- ☐ Use Headings for Content Hierarchy
- ☐ Write for People, Not for Search Engines (easy to read, no complex sentences)
- ☐ Format and Style the Content Properly (short paragraphs, headings, listings, bullet points, quotes etc)
- ☐ Use Focus Keyword in 1st Paragraph
- ☐ Link to Relevant Inner Pages (within the content)
- ☐ Link out to relevant, authoritative websites (always "open-in-new-window", never at the top part of the content)
- ☐ Never Link to a Page/Website with the Same Anchor the Current Page is Targeting
- ☐ Name Your Images Properly (before uploading, file names should be appropriate)
- ☐ Set Images Alt Text
- ☐ Check for Social Markup
- ☐ Check Dwell Time and Optimize It
- ☐ Strike for the Featured Snippet
- ☐ Don't Over-Optimize

Title Formula

- Desired Result: (Losing 10 pounds)
- Time: (In 5 weeks)
- Key Benefits: Why instead of benefits (Beach body for summer)
- Biggest Challenge / Fear: (Feeling Hungry)

HOW TO —————— TIME ——————

HOW TO —————— WITHOUT —————— TIME ——————

Ie:
How to "*Desired result*" Time "*In just 3 minutes a day*"

How to be more *self-confident* in Just *3 minutes a day.*
How to lose 10 pounds in 5 weeks without feeling hungry
How to ….. In …. So you can …. Without ……