



# Step Up Your Google Rankings with This On-Page SEO Checklist

On-page SEO is a complex animal. If only there was a step-by-step, simple guide to help you up your on-page SEO game and boost your Google rankings...

Well, here you go! This on-page SEO checklist breaks down the beginning, middle, and the end of creating optimized, search engine-friendly content for your website.

## Before You Start Typing

- ✓ Install Google Analytics
- ✓ Install Google Search Console
- ✓ WordPress sites — install MonsterInsights
- ✓ WordPress sites — install Yoast SEO
- ✓ Create an XML Sitemap
- ✓ Submit it to Google
- ✓ Create a Robots.txt File
- ✓ Submit it to Google
- ✓ Install schema.org Rich Snippets

## During the Creation Phase

- ✓ Find keywords with Google Keyword Planner
- ✓ Use Latent Semantic Indexing (LSI) keywords
- ✓ Make an SEO-friendly URL
- ✓ Be sure to include your target keywords are in the URL
- ✓ Include your target keyword at least once in the H1 tag
- ✓ Write an interesting, SEO-friendly title
- ✓ Make sure the title is 65 characters or fewer  
Include modifiers in the SEO title

## Ensuring Your Content is SEO-friendly

### Researching Keywords and Creating SEO-friendly Titles

- ✓ Include your target keyword in the first paragraph
- ✓ Put the target keyword in the subhead tags at least 1X
- ✓ Be sure to include your keywords throughout the content
- ✓ Include three to four internal links
- ✓ Put the internal links toward the beginning of the content
- ✓ Add external links that go to relevant, high-authority, non-competitor pages
- ✓ Check spelling and grammar before publishing
- ✓ Consistently publish long-form, good quality content
- ✓ Add multimedia, images, charts, etc. to increase time spent on the page
- ✓ Put comments and reviews in the content
- ✓ Include numbers and power phrases throughout the content
- ✓ Include words and phrases from AdWord Ads

## Last Steps

- ✓ Create a compelling meta description that includes the target keywords
- ✓ Meta description should be between 140 and 160 characters
- ✓ Reduce image file size to keep your page load times fast
- ✓ Include the keyword in your image file names
- ✓ Use image alt-text that includes the keyword
- ✓ Front-load the title tag
- ✓ Include title text