



# On Page SEO Checklist

Keyword: \_\_\_\_\_

## Meta:

- Using the keyword in the title.
- Keyword is part of the URL.
- Keyword is used in the meta description.

## Text:

- Quality post of at least 300 words.
- Include exact keyword once or twice.
- Add related keywords where applicable.
- Keyword used in H tags.
- Keyword bolded or italicized.
- Keyword used in beginning of text.

## Images:

- Use the keyword in the image file name.
- Add a good alt description with the keyword if possible.
- Use the keyword in the image title.
- Include additional images or graphics with related keywords if appropriate.

## Links:

- Include links to related content on your site.
- Add at least one link to a high-quality external site.

Remember - write for your audience first, search engines second!