

Site-Wide And On-Page SEO Checklist

Site-wide optimizations

- Site is mobile-friendly:** Make sure that every page on your site is usable on mobile devices. Sending users to hard-to-use sites doesn't reflect well on Google, and they will penalize you if your site doesn't measure up. You can find out how you're doing in this regard using Google's [mobile-friendliness tool](#).
- Site loads quickly:** Slow loading sites are a pain, and Google only wants to send users to sites that will give them what they need, when they need it. Use Google's [PageSpeed Insights](#) tool for this one.

Didn't score so well on either? Reach out to your web developer or website vendor for help on these - or feel free to [reach out](#) to me.

On-page optimizations

These are optimizations to conduct on individual pages of your site:

- Page headline contains the target keyword** - preferably at the beginning. Headlines should always use the "H1" HTML tag. H1 tags serve the dual purpose setting the font style and size of the headline text (usually the largest on the page) and telling search engines what a webpage is about.
- Subheadings contain target keyword.** Subheadings are also indicated by headline tags, but rather than H1, they'll use H2 through H6. For more on headline tags, check out [this article](#).
- Keywords density is within the optimal range.** Mention the keyword often enough in the body text to reinforce what a page is about, but be careful not to overdo it. If you repeat keywords in a way that's unnatural, your copy will be hard to read, and search engines will think you're trying to game the system. If your site is built on Wordpress, the [Yoast](#) SEO plugin will measure keyword density. If you're not on Wordpress, you can use a [keyword density checker like this one](#).
- Keyword in ALT tags.** Images improve readability by breaking up text and providing visual interest. They also present another opportunity to tell search engines what your page is about. Use the target keyword in HTML "ALT-tags" that are appended to each image.
- Keyword in SEO Title.** SEO title appears as the blue link text at the top of each search result. Your target keyword should appear at the beginning. Also, keep it below 60 characters so it doesn't get cut off on the results page.
- Keyword in meta description.** The description appears as the copy below the link in the search result. Use it to convince the searcher to click on your link. Since they just searched on your target keyword, you should include it early-on in the text to make it easy for searchers to make the connection. Description should be between 120 and 156 characters to avoid being

truncated.

- Uses outbound links.** Link to other websites that back up or provide further information about points on a page. The pages you link to give search engines context into what your page is about.
- Uses Internal links.** Link to at least one other related page on your site to give Google even more contextual clues about the page and your site as a whole. This also helps to develop “[topic clusters](#)” on your site. Topic clusters help search engines determine the depth of the content related to the keywords on your site.
- Uses keyword in the introduction.** Make it clear right from the start what the page is about by using your target keyword in the first paragraph.
- Doesn't use previously targeted keyword.** Don't target keywords that you've targeted before so you don't end up competing with yourself.
- 300 words or more.** Copy should be at least 300 words. Otherwise, it's hard for search engines to derive enough information to understand exactly what the page is about.
- Use Keyword in the slug.** The “slug” is the “filename” of the page. For example www.website.com/this-is-the-slug. It makes it clear - even out of context – what your page is about.