ChatterBuzz

ON-PAGE SEO CHECKLIST

- ☐ Has keyword research been completed?

- ☐ Do you understand the search intent behind your chosen keyword?

- ☐ Is the primary keyword present in the title tag, H1, body content, and an image file name?

- ☐ Is the title tag less than 70 characters long?

- ☐ Is the meta description 150 characters or less?

- ☐ Are headers structured logically, with just one H1 tag followed by appropriate H2, H3, H4 (etc.) tags?

- ☐ Are variations of the primary keyword included in the body content and H2/H3 header tags?

- ☐ Are images properly optimized (keyword in file name, appropriate alt-tag, small file size, high quality?)

- ☐ Are internal links present to other pages on your site?

- ☐ Are external links present to other reputable websites?

- ☐ Are no-follow tags applied to affiliate links (if present)?

- ☐ Are synonyms of the primary keyword included in the post copy (re: Latent Semantic Indexing)?

- ☐ Do all links use appropriate anchor text (meaning, is the highlighted linked text relevant to the page being linked to)?

- ☐ Is the content sufficiently unique (non-duplicative of other content on your site)?

- ☐ Do you have appropriate blog categories and tags been selected (if applicable)?

- ☐ Are your analytics and tracking tools correctly configured?

- ☐ Is my site mobile-friendly?

- ☐ Are all images uploaded at the exact size I want them to appear on my site?

- ☐ If this is a blog post, have I added at least one (and no more than two) relevant categories?