

# ON PAGE SEO CHECKLIST



## KEYWORDS

Include search terms in these places to increase your online visibility

**TITLE TAG (AKA PAGE TITLE)**

**MAIN HEADING [H1]**

**META DESCRIPTION**

**SUBHEADINGS [H2, H3, H4]**

**PAGE URL**

**FIRST 100 WORDS OF CONTENT**

**IMAGE ALT TEXT**

**ANCHOR TEXT LINKS**

## STRUCTURE

Make it easy for humans and bots to read and scan your content

**HEADINGS & SUBHEADINGS**

Use H1, H2, H3 & H4 markups  
Include relevant keywords

**IMAGES**

Add a text description  
Include a keyword in the alt text

**GRAPHICS**

Visualise important points

**CALLS TO ACTION (CTAS)**

Tell readers what to do

**FORMATTING**

Break up text by using bullet points  
and tables

**TABLE OF CONTENTS**

Make it easier for readers to find  
what they need

## LINKS

Build credibility and trust by directing visitors to useful resources

**INTERNAL LINKS**

Link to useful resources on your site  
to demonstrate authority.

**EXTERNAL LINKS**

Include links to useful pages on  
other sites to build credibility.

Mix up how you use links to keep  
readers engaged:

- Anchor text links
- CTA links
- Visual links.

Make sure you only link to  
reputable websites.

Ensure all links directly relate to  
the focus of your post/page.

## METADATA

Tell readers and search engines what your content is all about

**TITLE TAG**

Include your primary keyword  
70 characters max  
Make it interesting

**EXAMPLES**

eCommerce blogs | Benefits for  
business | Double Scoop Consulting

**META DESCRIPTION**

Include your primary keyword  
160 characters max  
Make it compelling

Do eCommerce blogs have a place  
in your content marketing  
strategy? Absolutely! See why your  
online store needs one plus 5 tips  
to get you started.