

## THE ULTIMATE 2017

# 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 to)?
- ☐ Is the content sufficiently unique (re: non-duplicative of other content on your site)?
- ☐ Have appropriate blog categories and tags been selected?
- ☐ 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?

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