



SINGLE GRAIN

THE 21-POINT ON-PAGE SEO CHECKLIST



Checklist Overview:



If you're struggling to get new organic site traffic, or want to take your current traffic to the next level, it's time to revisit your current SEO strategy.

SEO can be overwhelming — especially with so much content out there on the subject and multiple opinions on what to prioritize.

That's why we've created this checklist. If you're not seeing much change, or you want to exponentially improve your results, go through each list item and see if you're on point or if there's an area to improve.

This checklist focuses on On-Page SEO. Quickly, On-Page SEO includes On-Page ranking factors such as the quality of your content, site structure, using proper HTML tags, etc.

Off-Page SEO includes off-site ranking factors such as backlinks, social shares, and so on.

Both are vital in determining your rank in search, but On-Page SEO is the best starting point, building a strong foundation before you move to off-site strategies.

Here goes!

Technical On-Page SEO:



First, check out all the technical On-Page SEO factors on your site. Auditing and updating these areas across your site will take time, especially if you have a large website with a lot of content, but this is key to the rest of the strategies.

Are you...

- ❑ **Using a site map?** A site map will tell Google the best way to crawl your site and which pages are the most important. A site map can be submitted in Google Search Console.
- ❑ **Using an SEO Plugin?** Make it easy on yourself while optimizing your content – a WordPress plugin like Yoast SEO optimizes titles and meta descriptions, and ensures that your content is SEO-friendly before you hit publish.
- ❑ **Optimizing page titles?** Your page title should include your target keyword and the title should be no more than 70 characters.
- ❑ **Optimizing meta descriptions?** Your meta description should include your keyword and give people information on what the page is about. It should be no longer than 300 characters.
- ❑ **Using a clean URL?** You should use a clean URL structure for all of your pages and the URL should include the page's target keyword.
- ❑ **Optimizing alt tags?** Alt tags are used by Google to understand what an image is and what it represents. Make sure to use appropriate alt tags to describe images in your page's content.
- ❑ **Using "Fetch as Google" to request indexing?** In Google Search Console, you can use "Fetch as Google" to request indexing for a specific URL. This can sometimes help to have your page indexed quicker and thus rank faster.

Content & User Experience:



Google and other search engines look at a site's user experience when deciding on its ranking. Factors such as time on page, bounce rate, and pages visited per session all factor into Google's decision to send — or not — potential site visitors your way.

Are you...

- ❑ **Limiting paragraphs to 2-3 sentences?** This will make your content easier to read.
- ❑ **Using short and simple sentences?** Again, this will make content easier to read and improve user experience.
- ❑ **Using sub-headers to break up your content?** Use a Header 1 for the page title, Header 2 for the next level headers, and so on.
- ❑ **Using images to break up text?** Using relevant images, graphs or screenshots not only makes it easier to read or scan through a blog post, but can help illustrate the point your text is making.
- ❑ **Including important information at the beginning of a page?** This will keep readers engaged longer and encourage them to continue reading.
- ❑ **Using long copy?** Longer copy tends to perform better in search. Shoot for 2,000 words per post — bonus points for more!
- ❑ **Including videos in your blog posts?** 55% of all searches on Google return at least one video, and offering multiple ways to consume content provides a great experience for all.
- ❑ **Avoiding duplicate content?** Make sure you haven't copied and pasted large bodies of text on multiple pages across your site.

Site Speed:



The average time it takes for your site to load can also affect your website's rank in search. Google prefers to show sites that load quickly because it knows that no one wants to wait around watching a site buffer.

Are you...

- ❑ **Using GTMetrix and Pingdom to check your website's loading time?** Check regularly to ensure that changes you make are improving site speed.
- ❑ **Using a caching plugin?** If you're on WordPress, use WP Super Cache or W3 Total Cache.
- ❑ **Optimizing image sizes?** Use the smallest image-resolution/size you can to reduce the amount of data that needs to be downloaded when a page is loaded.
- ❑ **Using image compression?** If your site is on WordPress, use Smush or ShortPixel, which optimize your images for speed upon upload. You may also use a service like Optimizilla to compress image files if you use a different CMS.
- ❑ **Using a CDN to store images?** A CDN (content delivery network or content distribution network) will reduce the strain on your site and improve site speed.
- ❑ **Upgrading your hosting?** If you are still having trouble with site speed, you may need to upgrade your hosting to a premium shared plan or a dedicated hosting plan.

Need Help Optimizing Your Site and Ranking in Search?

Contact Us Now

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