



On page SEO check list to rank high in Search Engine Results pages

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On-page search engine optimization factors can have a huge impact on your rankings and site visibility. Search engines need to receive the right signals and information from your website in order to effectively rank you for your keywords. Having well implemented on-page SEO is the first step in getting high rankings that will bring you new customers via the search engines.

HOW TO USE: Your goal should be to make every page on your site search engine friendly and provide the best possible experience for your viewers. Once you optimize your website's on-page SEO, it will go a long way towards you dominating in the major search engines for your keywords. Here is a checklist to get you started.

- ☐ **Title Tag** – It is displayed in the top bar of internet browser.
- ☐ **Meta Description** – It is the description of your webpage which appears on search engine results.
- ☐ **Meta Keywords** – List of all the keywords related to your web-page.
- ☐ **Header Tag** – It differentiates the heading and sub-headings of the page from the rest of the content.
- ☐ **Image Optimization (Alt Tag)** – Tagging images lets the search engines know what the image is about.
- ☐ **URL Optimization** – Clean, simple, keyword related, static URL's are easier to optimize.
- ☐ **Page content Optimization** – The content of the page must include the targeted keyword for that page

- ☐ **Google Analytics** – Installation required for tracking traffic data.
- ☐ **Google Webmaster Tool** – Installation and verification required to view your website the way Google views it.
- ☐ **301 Re-direct** – Set up a 301 redirect between http:// and http://www versions of your domain to let search engines know that they both are the same.
- ☐ **Robot.txt** – Control which pages on your website the search engines can and =cannot crawl.
- ☐ **HTML Sitemap** – Help search engines crawl every page of your website.
- ☐ A **XML Sitemap** – Give search engines, page information of the page they want to crawl and decide site content hierarchy.dd your next item here...

- ☐ **Link Hierarchy** – Control the Page Rank flow, the number of pages getting
- ☐ **Internal Linking** – Spread link juice throughout the website, establish information hierarchy and navigation
- ☐ **Broken Link Check** – Fix broken links by creating correct redirects
- ☐ **SSL (Secure Sockets Layer)** – Ensure user privacy
- ☐ **Loading Time Check**– Maintain the ideal page load time of 3 seconds or less.
- ☐ **Menu Readability** – Improve user experience
- ☐ **Mobile Device Compatibility** – Along with computer, mobile and tablets compatibility is a must
- ☐ **RSS Feed** – Help search engines find and index your new page/content faster.d your next item here...

- ☐ **Email Opt-in** – For email marketing
- ☐ **Crawl Test** – Find hidden SEO dangers that could hurt your SEO.
- ☐ **A/B Testing** – Find out which layout will bring you maximum conversion
- ☐ **Duplicate Content Check** – Check for duplicate content, replace it with original. Duplicate content is not SEO Friendly at all.
- ☐ **Dead Links/Bad Links Check** – Find out dead or bad links on your website and either remove them or replace them with the correct link
- ☐ **Browser caching htaccess** – Reduces website loading time, when anyone is trying to open your website through desktop or mobile phones.
- ☐ **404 Error Page Checking** – When you are looking for some page on your website and that page is deleted or replaced by some other URL it should redirect you to 404 error page.
- ☐ **User Metrics** – It is important to take all SEO metrics into consideration to measure the overall online success. Key Metrics like Website Traffic, Page Views, Bounce Rates and much more.



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