



## **On-Page SEO Checklist**

### **How to Fully Optimize Your Blog Posts**

#### **Initial Setup:**

- Install Google Analytics
- Install Google Search Console
- WordPress: Install [Yoast SEO](#)
- Create an XML Sitemap and Submit to Google Create a Robots.txt File and Submit to Google Install [schema.org](#) Rich Snippets\*

#### **Before You Hit Publish:**

- Use Google Keyword Planner to Find Keywords
- Use a SEO-Friendly URL
- Include Keywords in URL
- Include Keyword at least Once in an H1 tag
- Include Keyword in first paragraph
- Include keyword at least once in Subhead tags
- Include Keyword several times within content body
- Use Latent Semantic Indexing (LSI) Keywords
- Include Internal Links early in your post
- Include at least 3 - 4 internal links

## **Before You Hit Publish Continued**

- Link to relevant, authority sites
- User proper spelling and grammar
- Use long-form content
- Use high-quality content
- Use Multimedia to improve time-on-page
- Include comments & reviews
- Reduce file size of Images
- Use keyword in Image File Name
- Use Alt Text
- Use Title Text
- Front-load the title tag
- Write an Enticing SEO title
- Keep SEO title to 65 character or less
- Include modifiers in SEO Title
- Write an enticing meta description
- Keep meta description 160 characters
- Include keywords in meta description
- Use Power Words
- Use Numbers
- Include words & phrases from Adwords Ads

## **Further Optimization & Troubleshooting**

We hope this checklist help you optimize your blog post for on-page SEO.

You can reference our article below for helpful examples with screenshots as well as tutorials on how you can accomplish every task in this checklist.

**Reference:** <http://optinmonster.com/on-page-seo-checklist-how-to-fully-optimize-your-posts/>