The
On-Page SEO Checklist
### Page Titles
- The titles grab the searcher’s attention and compels them to click through
- Short, sweet, and descriptive
- A unique title for each page on your site
- No longer than 600 pixels in length (~60 characters)
- Optimized for your primary keyword
- Add your primary keyword towards the front

### Headings

#### H1
- Only one H1 tag per page
- Your heading describes what your page is about
- Between 40 - 65 characters
- Grab the user’s attention
- Addresses the user’s search intent
- Includes the primary keyword you want to target

#### H2 - H6
- Are meaningful
- Include long-tail keywords
- Answer subtopics required to address the main search query
## The On-Page SEO Checklist

### Meta Descriptions
- Accurately summarizes your content
- Unique
- Optimized with your primary keyword
- Engaging
- Between 50–160 characters

### URLs
- User-friendly first, then search engine-friendly.
  - Eg: `https://cycling.com/unicycle/red/` instead of `https://cycling.com/unicycle/red-2192734i.html`
- Concise
- Use hyphens (-) as separators for the words in your URLs
- URLs all follow the same structure throughout your site
- Avoid repeating keywords in your URLs
# The On-Page SEO Checklist

## Image Alt Text
- Descriptive
- No longer than 125 characters
- Optimized for your keywords

## Internal Links
- No Orphan Pages
- Fix Redirected / Broken Links
- Pages that you are linking to internally, are relevant and appropriate for that particular page
- Anchor text is descriptive and informative
- Your most important pages have the most internal pages linking to them
- Internal links are evenly spaced out throughout your content
Want to make sure your SEO is working for you?

- Want help figuring out the best SEO strategy for your site?
- Don’t want to commit to monthly payments for an ongoing SEO management service?
- Interested in a straight-forward master plan you can take into action right now?

If you answered “Yes” to any of these questions, then we’d like to talk to you!

CLICK HERE: To Get A SEO Audit From the Search Initiative