



The
**Search
Initiative**



The On-Page SEO Checklist



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





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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





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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](#)



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