

This checklist provides a list of key factors for on-page site optimization. You'll find here the most common problems and their solutions, which allow bringing a website optimization to a high level on your own.


Thank you for downloading. Please, if you like it – share it with friends, but not with competitors.

On-page SEO is the foundation of the whole site promotion, which also increases the attractiveness of the resource in the eyes of visitors. This on-page checklist considers every item of on-page optimization in details.



## SEMANTIC CORE

- Keywords should be target and relevant


 **How to check:** [Wordstream Free Keyword Tool](#), [GoogleKeyword Planner](#), [Google Analytics](#), Google search box, other keywords statistics tools. Choose keywords after the competitors' analysis. [Analyze keywords](#) on the subject of relevancy to your promo goals (whether all the keywords are target)



## URL

- Should be short and contain keywords
- The first 3-5 words in the URL are the most important

 **How to check:** [URL analyzer](#), manually


 **Note:** URL does not give a strong impact on a site ranking, but the keywords in the URL are highlighted by Google



## TITLE

- Should contain important keywords at the beginning

 **How to check:** manually

 **Note:** not all titles are necessary to have a main key phrase included, but it's strongly recommended including the keyword on the promoted pages




## META TAGS

### Title

- Optimal length is up to 60 characters of a title
- No keyword repetition within title text
- Title must have keywords
- The most important keywords should be placed at the beginning of the tag
- Title must be unique for all the site pages


## Description

- Optimal length is about 160 characters
- The tag should tell a user what he will see when clicks the link
- Should contain a call to action (it must have an organic look)
- Should contain keywords, but shouldn't be overloaded with them
- Should be unique for all site pages

 **Note:** Title and Description are crucial for search, as they help a user to decide whether to visit your site or not

## Keywords

- Should include the main keywords of your subject
- One keyword (with all its forms) should repeat more than 3 times

 **Note:** For now, meta-keywords are practically useless. If you are accustomed to them – use them, but nothing terrible will happen if you won't


 **How to check:** Using [Meta Tags Analyzer](#), [100% free Meta Tags Analyzer](#), [SortSite](#), [Title and Description optimization tool](#)



## H1-H6 TAGS

- Only one <h1> tag per page
- <h2><h3><h4> ... tags should be used only in articles
- <h1> tag should be on the main page

 **How to check:** [HTML Headings Checker](#), [Heading Tag Checker](#), using the page code.

 **Note:** Add the modifiers into the H1 text (guide, manual, overview, year, etc.) to attract more users



## CONTENT (TEXT)

- Primarily designed for users
- No spam with keywords
- The main keywords must be at the beginning of the page (optimally, in first 100 words, or 600 characters)
- Unique both within the site and across the Internet
- Readable and relevant
- Structured with subtitles using H1-H6 headers
- Contains natural keywords and is not supersaturated with them
- The minimum amount of text – 1,000 characters without spaces
- Text should be visible both to users and search crawlers
- No overload with tags for manipulation with SEs
- Content is placed using HTML (not with images, Flash, iframe, or Ajax)
- Chapters should consist of 4-5 sentences
- "Bold / strong" 1–2 times for each 1000 characters to give some weight
- Use LSI keywords

 **How to check:** [Keyword density Analyzer](#), [Plagiarism Checker](#), [Copyscape](#), [Afterthedeadline](#)



## IMAGES AND VIDEOS

### Alt tag

- If the image is disabled and user doesn't see it, you should provide info about what is depicted there using the ALT tag

### Image title

- Should be written with the same keywords as for the ALT tag

### The surrounding text

- You should write it, as it gives more relevance to an image

### Uniqueness

### Page weight

- The more backlinks weight the page has, the more chances has the image to get to the top. Commercial site should be promoted primarily with keywords, and only then with images

### Presence of keywords in page URL

### Image format

- The best format for promo is .JPG. It seizes over 70% of the whole images amount (30% – .gif, .png and others)

 [How to check images and videos: Image SEO Tool, Reverse Image Search](#)





## SITE STRUCTURE

- Intuitive and easy to use
- The main pages are only two clicks away from the home page (this can be achieved by placing links on a particular page from the main site)
- Pages have no more than 150 pages of internal links
- One and the same page in different sections (categories) has the same URL
- The links in the navigation menu are implemented with HTML (not JavaScript, or Flash)
- For online stores, make sure that one and the same product presented in different categories, is available by the same link

### Depth level

- All the pages should be within the 3<sup>rd</sup> depth level, a maximum of 4<sup>th</sup> (Homepage – 1<sup>st</sup> level, section of the site – 2<sup>nd</sup> level, subsection – 3<sup>rd</sup> level)

 [How to check:](#) Create a sitemap (or a few) and special pages for indexation, [Rel Canonical URL Code Tool](#)

 [Note:](#) Google Panda strongly penalizes sites for duplicate content. What you have to do: remove duplicate content, close such pages from being indexed, use "rel canonical" tag to indicate the importance of pages



## MICRO DATA

- Should be included for both SEO and contextual advertising

 [How to check:](#) [Structured Data testing tool, Schema.org Microdata Generator](#)



## INTERNAL LINKING

- Links should be with different anchors
- No broken links
- Can be made with blocks, or within articles (e.g., Wikipedia)
- No more than 1 link to one page from referring page, since the weight is transferred from 1 link only
- Use hashtags for 2 or more links to transfer the weight

 How to check: [Xenu's Link Sleuth](#)



## TECHNICAL AUDIT

### Configure the Web workshop

- Site should be connected to Google's webmasters
- No errors when crawling the site
- Correct geographical settings
- Primary mirror should be set

### Scripts

- Availability and correct performance of Google Analytics on each site page

### Web Analytics

- Service must have configured goals and e-commerce

### Google Maps

- The company should be registered in Google Maps
- Google Maps should be optimized, namely: it has keywords in the card title, "sell" description, listed five relevant site categories with keywords; card should be opened for reviews
- Google Maps should be integrated with your site using plug-ins

 How to check: [Google Maps API Checker](#)


### Google+ business page

### Site engine


- The site must turn a 404 page as a response to a request for a non-existing page
- 404 page should be done in the website style
- Home page should only be available by one address
- 301 server redirect should be configured (otherwise you get duplicated pages)
- All URLs of the site should have one look
- Pagination and sorting pages with duplicate content should be closed from indexing
- 301 redirect should be set from the first pagination page to the main page
- All the site URLs must be of the same low case
- Use "rel = canonical" on the pages with partial duplicate content
- The "Buy/Order" button should be made with a link, but not with a javascript code
- Link to the page "Print" should be of nofollow attribute and the page should be closed from indexing

 How to check: [Bulk URL Checker](#), [Redirect Checker](#)


### Social Buttons and widgets

- G +, Twitter, Facebook, etc. button should be installed on all pages of your site  
 How to check: [Plugin Directory for WordPress](#), [ITP Social Buttons for Joomla](#)


### Robots.txt and sitemap.xml

- Individual directives for Google and other SEs should be specified
- All service pages should be closed from indexing
- Sitemap.xml should be placed in the root of the site  
 How to check: [Google Webmaster Tools](#), [Robots.txt Checker](#), [XML Sitemap Generators](#)

### Loading speed


- Page loading speed should not exceed 3 seconds  
 How to check: [PageSpeed Insights](#), [Pingdom's Website Speed Tool](#), Google Chrome browser or Google Toolbar, YSlow, GTMetrix, Use image compression, or go to another hosting

### Statistics counters

- Statistics counters should be instated  
 How to check: [Google Analytics](#)



### BACKLINKS

- Site should have backlinks
- Should be opened for indexing
- Should be of a high quality and from the trust/authoritative websites  
 How to check: [LinksManagement](#) services.

**Do You Want To Boost  
Your Website Traffic And Sales  
By Getting Your Site  
In TOP 10 Of Google  
And Other Search Engines?**

**TRY OUR SERVICE!**

**Thank you for reading this check-list! We hope you liked it!**

[LinksManagement](#) is designed for online business owners, marketers and SEO specialists in USA, UK, Canada, Australia and Europe, who want to improve their website rankings on Google with the help of high quality, relevant PR1-PR8 contextual backlinks.