



[SEO checklist]

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# On Site SEO

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## Text content

The more – the better – most important to have unique text, informative for the user – though not too long – for the landing page (not to overload the user) – the top 10 results have an average of approximately 1800 words.

Quality VS Quantity! Remember about bounce rate!!!

## Keywords

Include your target keyword in the beginning of your title tag. If you have many H2, H3 – place the keyword also there. Use your keyword in the 1st paragraph. Use LSI keywords – the closer to the main keyword – the better.

## Keyword density

Write like you don't know SEO and never heard of the keywords. Then test with the density tool – should not be over 3%

## Headings

Use H1 – once (HTML 5 lets to use several times) – but still use once. Use relevant to content H1. If using H2, H3 etc. – don't miss one. Can't have H4 without H3. If it has a sense use your keyword in H1.

## Links

Use descriptive link URLs in content (instead: you can read it here – use: How to use the content linking)

Links should be relevant to the content and the more trustworthy and heavy page you are linking at – the better

Use internal hyperlinking to bring weight to the needed page

3 clicks rule

### Visual content

Optimize: image size, titles, alt text, anchors, file names, etc.

### Design and UX

Readable font family, spacing, size, color

In case of long content – navigation up and down

The most important information from the upper left corner – then goes by the eye view

Header, footer, menu, sidebars, buttons, visual content (videos, images, sliders etc.) should have global settings and should fit the one concept to be recognizable

### Update

The content as often as you can

### URLs

Should be descriptive, human-readable text

Use hyphens when needed for better readability

Don't use underscores, spaces, or any other characters to separate words

Use keywords in URL

When changing URL– use 301 (302 bad practice)

When removing the page – notify google

## Meta Tags

`<meta name="description" content="">` - short description of the page – not more than 150 characters (for snippet) – the most important info – closer to the beginning

`<title>The Title of the Page</title>` - generally shown as the title in search results, and as the page title – not more than 60 characters. Use keyword (better the same to use in H1)

`<meta name="robots" content="" />`

**noindex:** prevents the page from being indexed.

**nofollow:** prevents the Googlebot from following links from this page.

**nosnippet:** prevents a snippet from being shown in the search results.

**noarchive:** prevents Google from showing theCached link for a page.

**unavailable\_after:** lets you specify the exact time and date you want to stop crawling and indexing of this page.

**noimageindex:** lets you specify that you do not want your page to appear as the referring page for an image that appears in Google search results.

**none:** is equivalent to noindex, nofollow.

**Meta tag <keywords> is not necessary**

Pay attention to:

- Loading time
- Responsive
- Cross-browser testing
- Socials
- Bounce rate (dwell time) – difference between bounce rate and actual bounce rate

## Off Site SEO

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- Inbound links

Check their value

Scan your highest-authority inbound links for opportunity to get other similar links.

Scan your competitors' highest-authority inbound links. Can you get those links too, or do they provide ideas for getting similar links?

Inbound links from non-profit (.org) and education (.edu) sites are especially powerful. Do you have any? Should you have more from your friends and partners in these realms?

Get your staff on board with the idea of “thinking links” – always keeping an eye out for an opportunity to request an inbound link. Ideas below.

Where to get links?

Business partners, clients, vendors.

Online press releases through paid press release services.

Legitimate directories and local/regional web listings.

Your own site blog and other relevant blogs.

Thought leadership articles and whitepapers.

Useful interactive online tools that others will want to link to.

#### Socials

Share most important news on your social pages

Ask to follow, like and share

#### Reviews

Include reviews and testimonials to your site

Offer a discount or support for the review

Use HTML to build a review

Use reviews on your social pages

User-build content – comments, reviews, chats, discussions

Click to call

Pay attention to:

Payable/free guest blogging

Payable/free professional overviews

Payable/free catalogues and information bases

Profit chats

Maps – using google map

YouTube guides

Website structure (to show on SERP)

Google my business (with ranks)

RSS feeds