

# On-Page SEO Checklist



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On-page SEO helps search engines comprehend, recognize, and rank your content and is leveraged by SEOs to help blog articles and web pages get search prominence. Use this checklist to make sure you hit all of these critical points in your SEO approach!

## General SEO Best Practices

- Use brief, keyword-rich URLs
- Use social sharing buttons
- Include images on every page
- Leverage H2 tags
- Optimize for mobile page speed

## Linking Best Practices

- Link to external content
- Link to internal content
- Remove broken links

## Content Writing Best Practices

- Write long-form content
- Avoid spelling & grammar errors
- Maintain fresh copy
- Optimize for voice search

## Keyword Best Practices

- Keyword-rich H1s & H2s
  - Move keywords to front of title
  - Add primary KW in first 100 words
  - Reduce keyword cannibalization
  - Add keywords within alt tags
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