



On-Page Optimization Checklist

□ Identify a focus keyword or primary keyword for your web page/blog post.

A keyword is a phrase with a few words that people use for online searches. Go through your webpage and pick a keyword that best describes the content on the page.

For example, if your post is a collection of inspirational quotes, the focus keyword will be "Inspirational Quotes". The focus keyword can be lengthy too!

□ Identify variations of the focus keyword.

Come up with two or three variations of the primary keyword and include them within your webpage content.

For the focus keyword "Inspirational Quotes", variations may include phrases such as "inspirational quotes you must know", "popular inspirational quotes" or "large collection of inspirational quotes". Use two or three such keyword variations within your web page/blog post content.

□ Include the focus keyword in the SEO Title.

The SEO Title tells search engines and searchers what your article is about. Try to limit your SEO title to 65 characters including spaces, but it can go up to 69 characters. The webpage/blog post title is usually considered the default SEO title, unless it is altered in the WordPress SEO plug-in module (visible under the blog post editor).

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview ? **24 FREE Digital Backgrounds | Clothed In Scarlet**
www.clothedinscarlet.org/free-digital-backgrounds/
Today, we're giving away 24 free digital backgrounds! You can use these backgrounds to create your own graphics - for personal or commercial use.

Focus Keyword: ?

Focus keyword usage
Your focus keyword was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **Yes (1)**
- Meta description: **Yes (1)**

SEO Title: ?

Meta description: ?

The meta description will be limited to 156 chars, 11 chars left.

□ **Include the focus keyword in the Meta Description.**

The Meta Description is a short description of what your blog post is about. This is the teaser content that will be displayed in Google search results and social media channels. The character limit for the meta-description is 156 characters including spaces.

You can add it in the SEO plugin module under each post, as shown in the above image.

□ **Try to incorporate the focus keyword in the URL.**

You can alter the URL slug beneath the blog post title. The URL should not be too lengthy; it can range between 76 and 90 characters, with the words separated by hyphens. You can skip the articles, prepositions and conjunctions within your focus keyword when you add it to the URL slug.

□ **Create unique and quality content with a word count of at least 500.**

The focus keyword should be mentioned once within the content, preferably at the beginning of the post. You can use a few variations of the keyword in the rest of the post.

□ **Ensure that your blog post is reader friendly.**

Readers tend to skim blog posts: bullet points and smaller paragraphs will keep them from leaving the site prematurely. A higher bounce rate (number of people leaving the website from your post) leads to lower search engine rankings.

□ **Include the focus keyword in headings and sub-headings.**

Try to include sub-headings with the focus keyword or variations wherever relevant within your content, formatting them as "Heading 2" or "Heading 3".

□ **Optimize your images.**

Images play a vital role in bringing in additional search engine traffic to the site. Here are the steps involved in optimizing an image:

- Choose images that are relevant to the focus keyword.
- Rename the image file with the focus keyword separated by hyphens.
- Include the focus keyword in the Image Title and Alternative Text.

[Explained in image below]

While adding the image to your post, click on the image and you'll see its details on the right side of the screen. Update the Title and Alt Text to include the focus keyword.

ATTACHMENT DETAILS



free-digital-backgrounds-featured.png
May 19, 2015
126 kB
500 × 300
[Edit Image](#)
[Delete Permanently](#)

URL

Title →

Caption

Alt Text →

Description

□ **Select an appropriate category for your blog post.**

You can neglect the usage of tags for your blog post. They are not required and can cause a lot of duplicate content within the site.

□ **Link to other articles/pages within your website.**

If there are other relevant articles or pages within your website, make sure you link to them from within the current webpage. Use anchor text that includes the primary keyword for all your internal links.

About the author



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