

SEO Checklist:

How to Optimize Your Website Pages for Search



Create an optimized title

- Include keyword(s)
- Keep an eye on length (50-60 characters)
- Use numbers or words like “how, what and why”
- Offer useful information
- Create urgency

Use clear words in URL containing target keywords

- Keep page name reflective of content
- Include keywords
- Be descriptive and concise

Create structure and hierarchy in your text using headings, bullet points, and emphasis

- One unique H1 heading
- Use subheading in descending order H2-H4
- Use bullet points and bold to direct flow

Spice up content with videos, GIFs, and pictures that keep people's interest

- Optimize videos for different platforms (YouTube, Vimeo, etc.)

Use keywords strategically

- Include keywords in page title and subheadings
- Use keywords and keyphrases naturally in text -- write for clarity first.

Enrich your text with links

- Include a mix of internal links, wherever relevant
- Use keyword-rich anchor text in the internal links

Provide your reader with social sharing buttons

- Adding social sharing buttons can increase traffic to your social media pages and provides more content for your audience

Make every piece of content unique to avoid duplications

- Avoid duplicate files
- Stay away from duplicate meta descriptions

Ensure that Google's crawling bot can reach your article

- Fix broken links
- Have a sitemap.xml
- Avoid having no index tag implemented

Test page speed

Google recommends a page time of 2.5 seconds or less. If it takes longer, these are the typical culprits of page speed issues:

- Having a large amount of HTML on the page
- Redirecting chains and loops
- Uncompressed Java or CSS files
- Java or CSS files that are too large

Make your page mobile-friendly so your audience can read it anywhere

- Ensure your site is responsive
- Make sure all images of ALT tags
- Avoid columns and tables when possible

Chart a Path to More Revenue

Custom Growth Plans

Ready, set, grow.

Get customized growth plans for your business using SEO, digital marketing and web design. Whatever you decide, we can help deliver real results for less than the cost of a new hire.

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