

On Page SEO Checklist

Task Summary

1	CRAWLING AND INDEXING:
2	<input type="checkbox"/> Set up robots.txt
3	<input type="checkbox"/> Make your site mobile friendly by using a responsive design
4	<input type="checkbox"/> Identify 404 pages on your site and redirect them to the correct or alternate page
5	<input type="checkbox"/> Install a SSL certification on your site
6	SITE STRUCTURE:
7	<input type="checkbox"/> Change URL structure on your site to show words instead of numbers
8	<input type="checkbox"/> Add at least one (1) internal link in all your content
9	<input type="checkbox"/> Eliminate orphaned pages by linking out to them in your other pages
10	<input type="checkbox"/> Organize your content into their appropriate categories
11	META TAGS:
12	<input type="checkbox"/> Assign a meta title for each page and include its target keyword
13	<input type="checkbox"/> Assign a meta description for each page and include its target keyword
14	<input type="checkbox"/> Tweak the meta robots of the page if necessary
15	CONTENT:
16	<input type="checkbox"/> Create content based on the keyword intent
17	<input type="checkbox"/> Identify thin content in your site
18	<input type="checkbox"/> Identify duplicate content in your site
19	<input type="checkbox"/> Optimize your images
20	<input type="checkbox"/> Include external links in your content
21	<input type="checkbox"/> Create Schema markup on the most important pages of your site
22	USER EXPERIENCE:

23	<input type="checkbox"/> Make your site to load faster
24	<input type="checkbox"/> Improve your site's conversion rates
25	RECOMMENDED TOOLS:

1 CRAWLING AND INDEXING:

2 Set up robots.txt

Allow Google to index pages that are valuable to your site. And disallow Google to index non-essential pages, i.e. Privacy Policy, Terms and Condition, etc.

3 Make your site mobile friendly by using a responsive design

Run the Google Mobile Friendly Test to see if whether your site is mobile friendly or not.

4 Identify 404 pages on your site and redirect them to the correct or alternate page

Use Screaming Frog or SEO Powersuite to find these pages. Then, redirect them to a similar page or rebuild them from the ground up.

5 Install a SSL certification on your site

Most web hosting platforms offer free SSL certification complete with documentation on how to install them. If not, you can purchase one at SSL.com.

6 SITE STRUCTURE:

7 Change URL structure on your site to show words instead of numbers

On WordPress, you can easily change permalinks to show words in the URL structure so you can include your keyword here.

8 Add at least one (1) internal link in all your content

You want to let your website authority flow across all your pages to improve their SEO performance.

9 Eliminate orphaned pages by linking out to them in your other pages

Make sure that a page has at least a couple of pages pointing to you to help make it easier for Google to crawl and index it.

10 Organize your content into their appropriate categories

Implement a virtual silo to help create content clusters about a specific topic in your site. This way, Google can sense a strong associate in this group of pages with its topic, thus making it rank higher on SERPs.

11 META TAGS:

12 **Assign a meta title for each page and include its target keyword**

If not, Google will simply crawl the actual title of the page.

13 **Assign a meta description for each page and include its target keyword**

If not, Google will crawl the text in your content to show as meta description.

14 **Tweak the meta robots of the page if necessary**

This is ideal if you want Google to not index specific pages in your site.

15 CONTENT:

16 **Create content based on the keyword intent**

Know the user intent of your target keyword by looking at the top pages ranking for it on Google. Then base your content on the similarities of all the ranking pages.

17 **Identify thin content in your site**

Observe the best practices of creating valuable content.

18 **Identify duplicate content in your site**

To identify duplicate titles and pages within your site, run Screaming Frog SEO Spider or Website Auditor by SEO Powersuite. To see if you content has a duplicate on another domain, run the text on Copyscape or Quetext.

19 **Optimize your images**

Use ShortPixel to compress your images without losing thier quality.

20 **Include external links in your content**

Manually find authoritative and topically relevant pages in your niche to link out on your page.

21 **Create Schema markup on the most important pages of your site**

Use Schema markup ideally on non-article pages on your site, i.e. recipe, job posting, events, etc. to help acquire featured snippets on SERPs.

22 USER EXPERIENCE:

23 Make your site to load faster

Run your site on Google PageSpeed Insights and see issues that you must fix to improve its speed.

24 Improve your site's conversion rates

Monitor the performance of your calls to action (CTAs) using a tool like Crazy Egg. Then test different variations of the CTA based on the gathered data to hopefully increase its conversions.

25 RECOMMENDED TOOLS:

Use the tools below to help you complete this on page SEO checklist much easier:

- Screaming Frog SEO Spider - freemium tool that lets you crawl a website and determine issues that you must resolve to improve the site's SEO performance
- SEO Powersuite - Another freemium SEO tool that lets you analyze your site pages for potential problems that are keeping your website from ranking
- Link Whisper - WordPress plugin that allows you to add internal links on your site pages with a few clicks.
- ShortPixel - Compress your images on WordPress without compromising their quality. You can also run bulk optimization in the background to ensure that the tool works for you as you're doing something else.
- Rank Math - Free WordPress SEO tool that does most of the things in this checklist. Similar plugins to Rank Math include Yoast SEO, and SEOPress.
- Schema Pro - Create structured data on your most important posts on WordPress so they will grab the attention of users on SERPs.
- Quetext - See how much of your content is copied or plagiarized using this tool.
- CrazyEgg - Use this tool to monitor and track how users interact with your page. Also, this is a great tool to see how many of your visitors convert.

For more SEO goodness, visit **Craig Campbell** here:

<https://www.craigcampbellseo.com/>

