10 STEP
ON PAGE

SEO Cheatsheet

PicassoMedia

SEO ON PAGE CHECKLIST

Highly optimised content

Your wording on each page should be high-quality, relevant, fresh and at least 300-500 words in length. Ensure you use your keywords in the wording around 3-10 times, but don't overdo it!

Use your main keyword in page name

Call your page something that works for search engines but also makes sense to people looking at your website.

e.g. We call our web design page 'small business web design'.

Ensure your meta title tag has your keyword

Ensure you install a plugin like YOAST SEO and edit your Meta Title Tag. The plugin lets you edit each page of your site.

Include your top keyword in the meta title tag - try to avoid using the default page option and ensure this is different on every page.

This is really important for Google to find your site. Ensure it doesn't exceed 65 characters in length.

Use your keyword in a H1 tag

Your target keyword phrase should be included in a page headline, preferrably use Heading 1. In WordPress ensure your keyword is written on the page with the Heading 1 font choice selected.

Include your keyword in URL

Make sure you change your permalink to include your keyword in your page URL. Be mindful if you do this to ensure the old URL redirects to the new one.

e.g. http://picassomedia.com.au/small-business-website-design/

SEO ON PAGE CHECKLIST

☐ **Ensure your meta descriptions include keywords**

Use YOAST SEO again and check that all of your meta description tags are 155 characters or less.
Include your top keyword in this section but make sure it reads well to the human eye.

☐ **Link to pages in your own website**

If you are talking about your services in your website copy, ensure you use keywords to describe your services and then link to that services page.
e.g. When we talk about our small business SEO services we link those three words to our SEO information page.

☐ **Upload images at right size**

Keep your images smaller, which makes your site faster. Google loves a fast website. So uploading your images at the correct size rather than uploading really big files and resizing in your site will ensure your page loads quickly.

☐ **Install Google Analytics**

Make sure you have Google Analytics installed so you can track the traffic once you make these changes.

☐ **Install Google Webmaster**

Want to be told about issues on your website? Then install Google Webmaster tools and they will tell you about any issues on your site that need to be addressed.