

On-Page SEO Optimisation Checklist


Every part of a new or existing web page contributes to SEO performance.

You need to consider each element carefully to help the content rank more effectively and generate lots of high quality traffic.

Here's a checklist to use when optimising new or existing content.

SEO On Page Checklist

On-page element	Description	Done?
Optimised page Title	<p>Your page title is what appears as the blue text on the search engine results page (SERP). Here's ours:</p> <p>Platypus Digital Charity Digital Marketing Agency</p> <p>The title of the page should be under 60 characters long to avoid being truncated (cut off and replaced by ellipses).</p> <p>The title of a page should contain the primary keyword that you want the content to rank for.</p>	<input type="checkbox"/>
Meta Description	<p>The meta description is an outline/introduction to the content of the page.</p> <p>Here's our homepage meta description appearing on the SERP:</p> <p>A friendly London-based digital marketing agency for charities. We do Google Ads, Meta Ads, SEO, digital strategy, and more.</p>	<input type="checkbox"/>

	<p>The meta description of a page doesn't affect page ranking, but can encourage users to click on the page when browsing the SERP.</p> <p>The description should be under 160 characters long to avoid being truncated.</p>	
H1 Tag	<p>The H1 tag is the main heading that appears on the page itself.</p> <p>Here's an example:</p>  <p>SEO (search engine optimisation) for charities</p> <p>Although technically a separate element of the page, the H1 can often be the same as the page title.</p> <p>There is no limit to the number of characters for an H1, but it should still be easy to read, concise, and utilise the main keyword for your page.</p>	<input type="checkbox"/>
Primary keywords	<p>Always consider the main keywords that you want to target when updating or creating content from an SEO perspective.</p> <p>Use keyword research tools to identify the most relevant keywords for your content, and use them to guide the content and structure of your page.</p> <p>Make sure every page on your site is targeting different primary keywords to avoid keyword cannibalisation.</p> <p>These keywords should be used throughout the content on the page. Remember to avoid keyword stuffing though,</p>	<input type="checkbox"/>

	<p>only use the keywords where it makes sense to use them naturally.</p> <table><tr><td>Keyword</td></tr><tr><td></td></tr><tr><td></td></tr><tr><td></td></tr><tr><td></td></tr></table>	Keyword					
Keyword							
Secondary keywords	<p>You should also gather a list of secondary keywords which you can include in your content.</p> <p>Secondary keywords should still relate to your content topic, but should support your content rather than being the main focus of the page.</p> <p>These keywords will often be sub-topics or questions relating to your core page content.</p> <table><tr><td>Keyword</td></tr><tr><td></td></tr><tr><td></td></tr><tr><td></td></tr><tr><td></td></tr></table>	Keyword					<input type="checkbox"/>
Keyword							
Sub-headings	<p>The H1 tag should be the main title visible on your page.</p> <p>Use sub headings (H2, H3, H4 tags) to signpost the different content sections on your site. This helps both users and search engines to understand your content more easily.</p> <p>Here’s an example of how to effectively use sub-headings on a page about the symptoms of an illness:</p>	<input type="checkbox"/>					

	<h1>H1 - Symptoms of X</h1> <h2>H2 - Physical symptoms</h2> <h3>H3 - Symptom 1</h3> <h3>H3 - Symptom 2</h3> <h3>H3 - Symptom 3</h3> <h2>H2 - Mental health symptoms</h2> <h3>H3 - Symptom 4</h3> <h3>H3 - Symptom 5</h3> <h3>H3 - Symptom 6</h3>									
Internal linking opportunities	<p>Consider internal linking opportunities when updating content, or creating new content.</p> <p>Where it makes sense, make sure you’re linking to other pages on your site that are relevant to the content on your new / updated page.</p> <p>Likewise, try to link to the new / updated page from any other relevant pages on your site.</p> <p>Use meaningful anchor text that relates to the content of the page you’re linking to.</p> <p>For example, try to avoid anchor text like “read more here”. Instead, use relevant anchor text such as “read about our SEO services”.</p> <table><tr><th>Page to link to</th><th>Suggested anchor text</th></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	Page to link to	Suggested anchor text							<input type="checkbox"/>
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Images	<p>Adding images to your page can make the content more engaging and impactful.</p> <p>Try to keep any uploaded images under 150KB to avoid your page loading slowly.</p> <p>When adding the image to the page, make sure you include “alt text” to the image. This is a written description of the image. Visually impaired users and search engines use alt text to understand the image.</p>	<input type="checkbox"/>
URL	<p>Keeping your page URL simple and easy to read can encourage users to click on your page, and get you more traffic.</p> <p>The page URL is often automatically generated by your CMS, but you can usually edit it.</p> <p>Avoid using stop keywords such as “a”, “and”, “the”, “for” unless needed for the URL to make sense. These can add unnecessary length to your URL.</p> <p>Try to avoid using capital letters in your URL, as this can lead to duplicate content issues between capitalised and non-capitalised versions of URLs.</p> <p>Finally, for evergreen content, avoid using dates in the URL. This avoids your content looking out of date in future years, or the need to update the URL every year.</p> <p>If you amend the URL of an existing piece of content, you should make sure a redirect is in place from your old URL to the new URL.</p>	<input type="checkbox"/>