

On- Page SEO Checklist:

8 Essentials

Search engine optimization (SEO) is the process of increasing traffic to your website via search engines. Essentially, any small business must consider SEO when building their online presence and interacting with their clientele virtually.

Get ready to rev your engines and improve your website's performance with this essential SEO checklist:

Expertly navigating the world of SEO, drives more prospective clients to your product or service, resulting in more leads for your business!

✓ **Include Your Main Keyword In Your URL**

Your URL is the first thing that Google sees, even before your page content. By including your target keyword right in your URL, you're signalling to Google what your page is all about. Include your main keyword in your URL to direct quality, relevant traffic toward your web content!



Tip: Use Hyphens to Separate Words

Proper Formatting: /web-design/
Improper Formatting: /webdesign/



Include Your Main Keyword In Your Page Title

Your title is what users will see when they search on Google, making it one of the most powerful elements of search engine optimization. For best results, try to keep your title under 52 characters as a whole and include your main keyword toward the beginning of the title to attract the most users to your site.



Include Your Target Keyword In An Optimized Meta Description

A meta description is an element of HTML code that describes and summarizes the contents of your page to benefit users and search engines alike. It's the piece of text that shows up under your title when you search for things on Google before clicking. By incorporating your target keyword into your meta description, you're increasing the search engine results while accurately advertising your webpage content to any potential clients.



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Use Your Target Keyword Early In Your Web Page Content

For best results driving traffic to your website, be sure to use your keyword several times in the content. You'll have the most success by including it at least once in the first 150 words of your copy.



Use Your Keyword In Your H1

An H1 is an HTML tag that indicates a heading on a web page. The H1 header essentially tells Google and your site visitors what the topic of the page is. By including your main keyword in your primary heading, you succeed in driving more potential leads toward your website.



✓ **Use Synonyms Or Related Words In Your Copy**

Search engines are continuously improving, and with that, they're becoming better at understanding human language and context. This means that you can use language that flows naturally and appeal to your visitors while remaining relevant to the keywords you're trying to rank for. Using synonyms that are influenced by keyword research is a great way to kick your website into overdrive and leave your competition in the dust.



✓ **Optimize Your Images With ALT Text**

ALT text is essentially like a signal flag to a race car driver. Search engines can understand images by reading the ALT tag and looking at file names. Try to be concise and descriptive while naming your images. Including your keywords in the ALT text is a great way to drive traffic to your website.



✓ **Leverage Internal Links**

An internal link brings users to another page on your site. Internal links are useful for spreading link equity. In layman's terms, they allow ranking power to run throughout your entire website. This increases the ranking potential for each page individually, accelerating the success of your online presence and, by extension, your business as a whole!



Need Help?

By mastering the ins and outs of on-page SEO, you're stepping into the driver's seat and setting your business on a promising path to success. Whether you're just revving your engine, or you've been cruising for a while, WEB ROI is here to help! We have the experience and skill to guide you as you increase your website's SEO factors, giving you the boost needed to speed past your competition.