



SERPCHAMPION

On-Page SEO Checklist

The Step-by-Step Tasks That We
Implement To Optimize Websites

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Tasks	Completed
<p>Calculate your article length by taking into consideration the first 5 results that come up if you search for your target keyword. You should always try to write more words than the longest article ranking in top 5.</p>	
<p>Make sure that the content that you are creating matches the intention of the keyword. In other words, before starting to write for a specific keyword, you should perform a google search and see the results.</p> <p>If most of the results are long articles, then you need to do something similar. If the pages ranking are product pages, categories pages etc, then you need to replicate this.</p>	
<p>Calculate the average keyword density of your top 5 competitors in Google. Adjust your keyword density based on the averages. You can use tools like Surfer SEO or Cora to get these results.</p>	
<p>Include Keyword (& variations) in title</p>	
<p>Include Keywords in Meta Descriptions</p>	
<p>Include Keywords in H1 Title</p>	
<p>Include Keywords in first paragraph of content and sprinkle more in your article.</p>	
<p>Place between 1 to 5 external links to authority sites in your niche.</p>	
<p>Place topically-related internal links between the pages of your website. Tip: Whenever you post a new page / post on your site, make sure to link back to your 2 – 5 older pages on your site.</p>	
<p>Place optimized Images, Videos, Visual Break Downs and Media in your pages.</p>	
<p>Optimize your images by adding a Title and Alt Tags to each image with relevant keywords.</p>	
<p>CTR-Optimize your Google Title. Tip: Include Odd Numbers, Year Dates, In Brackets, Parentheses)</p>	
<p>Optimize your content for Semantic / LSI SEO. Tip: Include target keyword, synonyms, topicalrelated keywords.</p> <p>Tip: Typ keyword in Google and look at the bottom for Searches Related to Keyword and add those keywords.</p> <p>Tip 2: Use Google Suggests to find Semantic keywords.</p>	

<p>Increase site speed to 2 – 3 seconds maximum for User Experience.</p> <p>Step 1: Get Premium Hosting like LiquidWeb, WPX Hosting or SiteGround.</p> <p>Step 2: Use a CDN Network like CloudFlare.com</p> <p>Step 3: Compress your images.</p> <p>Step 4: Use tools.pingdom.com or GTmetrix to discover slow causing plugins or images. Google PageSpeed Insights.</p>	
<p>Use Short permalinks with your main target keyword in your URL.</p>	
<p>Remove zombie pages with thin content that provide no value, like:</p> <ul style="list-style-type: none"> - Old / Outdated Blog Posts and Press Releases - Category and Tag Pages (No Index and Remove) - Search Result Pages (No Index and Remove) - eCommerce Product Pages with Zero Sales (No Index and Remove) - Thin Content - Pages with Duplicate content 	
<p>Duplicate or Missing Title Tags</p>	
<p>Check for duplicate description tags</p>	
<p>Check for broken links</p>	
<p>Check for images with missing alt text</p>	
<p>Check for pages blocked by robots.txt</p>	
<p>Check for 302 redirects that should be 301 redirects</p>	
<p>Content RoadShow: Find bloggers that are interested in your blog content. Use a tool like BuzzStream.</p>	
<p>Optional: Generate comments on your blog. It will help your site with rankings. Reply to each comment. Add a call to action under each blog post.</p>	
<p>Optional: Use Click-to-Tweet Buttons in your content. Tip: clicktotweet.com.</p>	

Do you need help with scaling your SEO campaigns?

SERPchampion works with companies, like:

- SEO agencies
- eCommerce businesses
- Local businesses
- SaaS businesses
- Media businesses

If you're looking for a long-term SEO partner, then we highly recommend [visiting this page](#) and fill out the discovery form. We will ask you a few questions about your business, your targets, and the problems you're facing in your business.

If you're only looking to use our services, then you can visit our site, and place an order in our marketplace.

We offer the following services:

- [On-Page Optimization \(click to get started\)](#)
- [Guest Post Services \(click to get started\)](#)
- [Aged Domains \(click to get started\)](#)