On-Page SEO Checklist: How to Fully Optimize Your Blog Posts

Initial Setup:

- ☐ Install Google Analytics
- ☐ Install Google Search Console
- ☐ WordPress: Install [MonsterInsights](#)
- ☐ WordPress: Install [Yoast SEO](#)
- ☐ Create an XML Sitemap and Submit to Google
- ☐ Create a Robots.txt File and Submit to Google
- ☐ Install [schema.org](#) Rich Snippets*

Before You Hit Publish:

- ☐ Use Google Keyword Planner to Find Keywords
- ☐ Use a SEO-Friendly URL
- ☐ Include Keywords in URL
- ☐ Include Keyword at least Once in an H1 tag
- ☐ Include Keyword in first paragraph
- ☐ Include keyword at least once in Subhead tags
- ☐ Include Keyword several times within content body
- ☐ Use Latent Semantic Indexing (LSI) Keywords
- ☐ Include Internal Links early in your post
- ☐ Include at least 3 - 4 internal links
- ☐ Link to relevant, authority sites
- ☐ User proper spelling and grammar
- ☐ Use long-form content
- ☐ Use high-quality content
- ☐ Use Multimedia to improve time-on-page
- ☐ Include comments & reviews
- ☐ Reduce file size of Images
- ☐ Use keyword in Image File Name

- [ ] Use Alt Text
- [ ] Use Title Text
- [ ] Front-load the title tag
- [ ] Write an Enticing SEO title
- [ ] Keep SEO title to 65 character of less
- [ ] Include modifiers in SEO Title
- [ ] Write an enticing meta description.
- [ ] Keep meta description 160 characters.
- [ ] Include keywords in meta description.
- [ ] Use [Power Words](#).
- [ ] Use Numbers.
- [ ] Include words & phrases from Adword Ads.

Further Optimization & Troubleshooting

We hope this checklist help you optimize your blog post for on-page SEO.

You can reference our article below for helpful examples with screenshots as well as tutorials on how you can accomplish every task in this checklist.

Reference: http://optinmonster.com/on-page-seo-checklist-how-to-fully-optimize-your-posts/