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Your On-Page SEO Checklist

for organic growth

Content & Formatting

Make sure your content is easily readable by both your users and the search engine crawlers. Content that's easy to view and understand will keep users on your page longer.

- Use a Title and Header tags (H1, H2, and H3).
 - Include your keyword/keyphrase in your headers where possible
 - Use headers and subheaders to break your text up into easily readable sections. Avoid the wall of text!
- Check your content length (aim for 2000+ words for articles, but ONLY if you actually have something to say).
- Use bullet point lists.
- Write unique content. Don't copy and paste unless absolutely necessary.

Keywords

Keywords and keyphrases are a critical part of SEO, even 2 decades after its inception.

- Use your keyword in a few specific places:
 - Title and header tags
 - URL for the page
 - First 100 words or so, of your content
 - Evenly throughout the content
- Try not to overuse the keyword, lest you be flagged as spam.
- Use a unique keyword or keyphrase. Reusing them can hurt your own ranking!

Links

You can add structure, context, and authority to your site pages by using links properly. Both internal (inbound) and external (outbound) links help boost your ranking.

- Use internal links - link to other pages within your site.
- Use external links - link to reputable third-party websites that offer up-to-date content.
- Choose appropriate anchor text.
 - Attach links to words that strongly relate to the content of the link (ie. link the word "apples" to your page about apples)
 - Don't attach links to the keyword/keyphrase you're using for the page!
- Write unique content. Don't copy from other sources or your suppliers unless absolutely necessary.
 - If you do copy product specs word-for-word, include them as bullet points to avoid hits to your ranking.

Images & Multimedia

Images, videos, gifs, charts and graphs can add more opportunities for SEO points!

- Include images and embedded videos where applicable and useful.
- Fill in alt text to describe the image, and include your keyword/keyphrase.
- Size them appropriately. If you images are too large, they will slow down your page-load speed, which will hurt your ranking.
 - Test your site speed if your page is image-heavy.
 - Use features like lazy-load to help save your page speed. Check our site for more information on lazy-load.