

On-page SEO checklist

- Title tag includes target keyword
- Target keyword placed toward beginning of title if possible
- Keyword appears in first 150 words of content
- H1 tag includes target keyword
- H2 tag includes target keyword
- Meta description includes target keyword
- Target keyword appears in the alt text of the first image on the page
- URL includes target keyword
- URL is short and clear – ideally `website.com/target-keyword`
- Target keyword appears at least 3x throughout content
- Target keyword is included in last 150 words
- Content is at least 1,500 words long
- Content has at least 5 images / other media (video, etc.)