

On-Page SEO Checklist

13 Ways to Optimize Content for Higher Ranking

Page and Post Rules for WordPress SEO

- 1.** Use Keyword phrase in the URL
- 2.** Use Keyword phrase in the Title
- 3.** Use Keyword phrase in Heading 1
- 4.** Use different keyword phrases in Header 2, Header 3, Header 4, Header 5, and Header 6.
- 5.** Use Keyword phrase in Meta Description
- 6.** Have Minimum of 1 Image per Page

- 7.** Use Keyword phrase in Image Alt Tag or Alternative Text
- 8.** Use Keyword phrase use throughout content 2 or 3 times
- 9.** Use keyword phrase in the first paragraph
- 10.** Use Keyword phrase in the last sentence of a paragraph
- 11.** Apply the Bold feature to the Keyword phrase 2 times
- 12.** Link to another internal website page
- 13.** Link to an external website. Use different keyword phrase than the main keyword phrase you are working to rank for in this page or post.