

SEO Page Optimization Checklist

How to optimize your website pages for search engines

Target Keyword

- 1 keyword (topic) per post or page
- Keyword in first paragraph and 1 headline

2,000 Words (Or More)

- 2,000 words or more
- Really explain your topic in detail

Page or Post Title

- Write captivating headline to make a person want to read your content
- Include keywords - start title with the keywords

URL

- Keep URLs short and to the point
- Include keywords only in URL

Meta Title

- 60 characters or less
- Include keywords - start title with the keywords

Meta Description

- 160 characters or less
- Include keywords in the first sentence

Internal Links

- 1 or more links to other pages or posts
- Use keyword related anchor text for link

External Links

- 1 or more links to an external website or resource
- Use the website name as anchor link text

Image Filenames

- Include keywords in your image name
- Connect all words with a hyphen or underscore

Images with Alt Text

- Describe what the image is about in Alt Text
- Include keywords in your Alt Text

Embedded Video

- Embed 1 YouTube video – yours or someone else's
- Make sure the video is relevant to your content

Request Comments

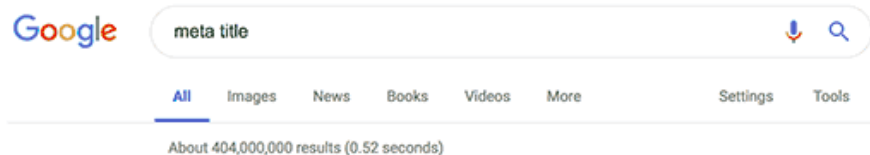
- Ask for comments - include at the bottom of your post
- Or use a comment generator like SiteComments

Request Indexing

- Request Google to Index URL
- Submit URLs to Bing

Share Content

- Google+ - until April 2019 (Google Plus is shutting down)
- Facebook, YouTube, Twitter, Pinterest, etc.



- META TITLE** → [What Is the Meta Title of a Webpage? - Lifewire](https://www.lifewire.com/Do-More-Web-Search/Running-a-Website)
<https://www.lifewire.com/Do-More-Web-Search/Running-a-Website>
A meta title is a title seen in a search engine. Learn more about how they work and what a meta title can tell you about an article.
- META DESCRIPTION** → [How to write meta title tags for SEO \(with good and bad examples ...](https://searchenginewatch.com/.../how-to-write-meta-title-tags-for-seo-with-good-and-...)
<https://searchenginewatch.com/.../how-to-write-meta-title-tags-for-seo-with-good-and-...>
May 16, 2016 - We've discussed how to write meta descriptions in a separate post, so for now let's discuss title tags, the most important meta tags on your site.

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The meta title of the contents of what the article is about so that readers can make an informed decision on whether they'll find what they're looking for

INTERNAL LINKS → [search engines](#) a brief description attention grabber and a summary click that link.

Meta titles are a critical component of [search engine optimization](#). When set up correctly, the meta title can be the deciding factor between someone clicking on a link or going elsewhere. For this reason, choosing a meta title wisely is important, as is making it as accurate as possible to reflect what's on the page.

SEO Plan Checklist

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