

# On-page SEO Guide

## The things to check, before you hit “Publish”

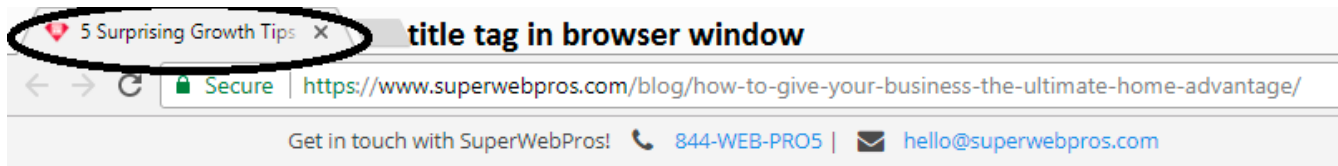
### Your Keywords

Done

Make sure you have 1-2 focus keywords, but also a cluster of related keywords that fit together. Keyword clusters reinforce the idea that you’ve thought through the topic and are hitting ideas that the reader would expect to read in the post.

### Title Tag

The “Title Tags” show up on a website’s browser tab and (often) as the top line in a google search result, and provide an indication to search engines about what the page is about. Make sure you’ve got a keyword in the title tag and that it’s not too long, about 75 characters.



### Heading Tags

Heading tags (H1, H2, H3, etc) don’t just visually break up the content on your page. They also provide structure to your page that lets search engines know what the most important topics are you’re covering. Generally, you want one H1 tag (your title) and should have keywords in subsequent tags. Maintain tag hierarchy (H1 > H2 > H3).

### URL String

The URL string is everything after the yourwebsite.com/this-is-the-url-string. This indicates what the article is about and should have keywords in it. Usually, it’s very similar to the title, but maybe with articles (‘the’, ‘an’) stripped out.

### Internal Links

Linking to other content on your website reinforces the topics you want to rank for and lets search engines know that you’re an authority on the topic. After all, if you weren’t, you wouldn’t have multiple articles on a topic! Make sure to include internal links on each article you write or page you publish.

### Lightweight Images (with ALT Tags)

Give preference to JPG & Webp images where you can. Make sure you put descriptive, keyword-rich snippets in your ALT tags. Not only does it help with SEO, but also makes your website more accessible to people with disabilities who rely on screen readers to browse the web. Try to keep images under 300kb and don’t have more than you need.

### Competitive Content

Make sure the content is complete & competitive relative to other people targeting the same keyword. Make sure it’s of similar length, uses video (if they use video), and links to authoritative sources as needed. If serving video content, do so using a service like Vimeo, Wistia, or YouTube, which will serve it quickly across all networks.