

ON-PAGE SEO

CHEAT SHEET

KEYWORD IN URL

Short relevant URLs rank the best, make sure your full KW is included in the URL!

KEYWORD IN TITLE TAGS

Put your keywords in your <H1> tag. Try to keep H2 and H3 density at max 70% or 50% for a less spammy approach

MIX PRIMARY & LSI KEYWORDS

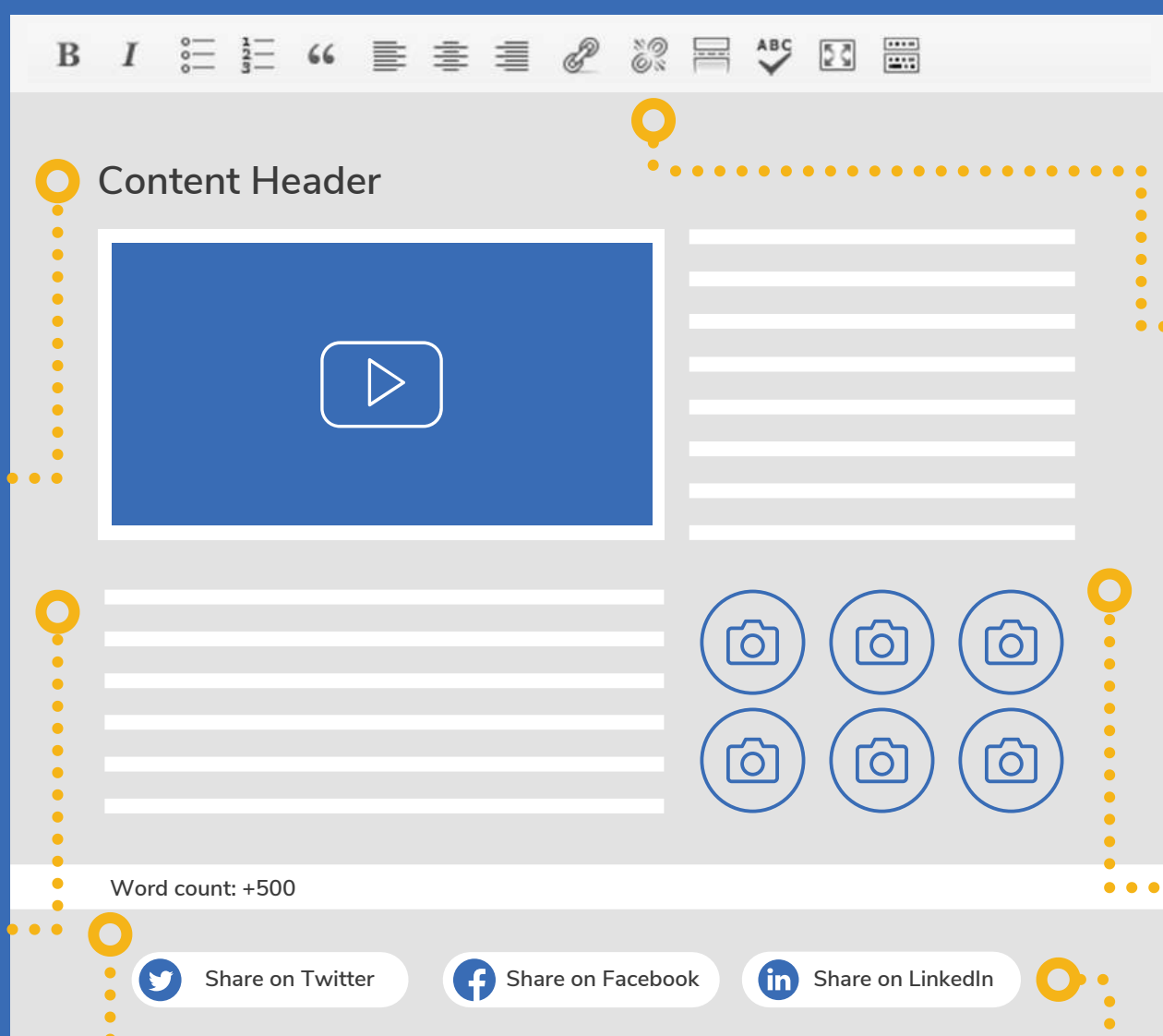
Include your main keyword in the first 100 words of you content. Also, be sure to use LSI [related] keywords.

CONTENT LENGTH

Aim to have more content than the current ranking sites, more words, images, videos etc. Always use original content and avoid pages with less than 300 words.

On Page SEO - The Ultimate Cheat Sheet

Permalink: <http://javalogix.ca/on-page-seo-cheat-sheet/>



KEYWORD IN TITLE

Bonus point: Keyword at the beginning of the title.

ADD EXTERNAL LINKS

Add 2-3 external links to highly authoritative source if it makes sense for you niche. Wikipedia is a great example of inter-linking.

ADD RICH MEDIA TO CONTENT

Make sure to add images, video and or audio to content. Analyze competition and try to have similar or more media.

BOUNCE RATE

Bounce rate refers the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site. Search engines often interpret it your landing experience is not meeting your visitors' expectations and lowers your rank.

LOAD TIME + MOBILE

A fast loading site increases the chance of the visitor staying on your site and visiting other pages. It also helps search engines spider your site and rank higher. Google has announced several times it favors fast mobile friendly sites

SOCIAL MEDIA

Social signals are increasing in importance. Make sure to share your pages and posts on your social medias and make it easy for visitors to share,



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