



[DOMINATE YOUR BUSINESS](#)

This checklist provides a list of key factors for on-page site optimization. You'll find here the most common problems and their solutions, which allow bringing a website optimization to a high level on your own.

On-page SEO is the foundation of the whole organic website promotion, which also increases the attractiveness in the eyes of visitors. This on-page checklist considers every item of on-page optimization in great detail.

Thank you for downloading. Please share this with your friends and family if you like it...but definitely not with your competitors.

SEMANTIC CORE

- Keywords should be target and relevant

[How to check: Google Keyword Planner, Google Analytics, Google Search Box, Etc.](#)

Choose keywords after the competitors' analysis. Analyze keywords on the subject of relevancy to your promo goals (whether all the keywords are target)

URL

- Should be short and contain keywords
- The first 3-5 words in the URL are the most important

[How to check: Manually](#)

Note: URL does not give a strong impact on a site ranking, but the keywords in the URL are highlighted by Google

TITLE

- Should contain important keywords at the beginning

[How to check: Manually](#)

Note: Not all titles are necessary to have a main key phrase included, but it's strongly recommended to include the keyword on the promoted pages

META TAGS

Title

- Optimal length is up to 60 characters of a title
- No keyword repetition within title text
- Title must have keywords
- The most important keywords should be placed at the beginning of the tag
- Title must be unique for all the site pages



Description

- Optimal length is about 160 characters
- The tag should tell a user what he/she will see when they click the link
- Should contain a call to action (it must have an organic look)
- Should contain keywords, but shouldn't be overloaded with them
- Should be unique for all site pages

Note: Title and Description are crucial for search, as they help a user to decide whether to visit your site or not

Keywords

- Should include the main keywords of your subject
- One keyword (with all its forms) should repeat more than 3 times

Note: For now, meta-keywords are practically useless. If you are accustomed to them...use them, but nothing terrible will happen if you don't.

How to check: [Title and Description optimization tool](#)

H1-H6 TAGS

- Only one <h1> tag per page
- <h2><h3><h4> ... tags should be used only in articles
- <h1> tag should be on the main page

How to check: [Using the page code.](#)

Note: Add the modifiers into the H1 text (guide, manual, overview, year, etc.) to attract more users

CONTENT (TEXT)

- Primarily designed for users
- No spam with keywords
- Main keywords must be at the beginning of the page (in first 100 words or 600 characters)
- Unique both within the site and across the Internet
- Readable and relevant
- Structured with subtitles using H1-H6 headers
- Contains natural keywords and is not supersaturated with them
- The minimum amount of text – 1,000 characters without spaces
- Text should be visible both to users and search crawlers
- No overload with tags for manipulation with search engines
- Content is placed using HTML (not with images, Flash, iframe, or Ajax)
- Paragraphs should consist of 4-5 sentences
- "Bold/strong" 1–2 times for each 1000 characters to give some weight
- Use LSI keywords

How to check: [Copyscape](#)

Note: For spelling and grammar checker, here is a great tool to use to check: [Afterthedeadline](#)



IMAGES AND VIDEOS

Alt tag

- If the image is disabled and user doesn't see it, you should provide info about what is depicted there using the ALT tag

Image title

- Should be written with the same keywords as for the ALT tag

The surrounding text

- You should write it, as it gives more relevance to an image

Uniqueness

Page weight

- The more backlinks weight the page has, the more chances has the image to get to the top. Commercial site should be promoted primarily with keywords, and only then with images

Presence of keywords in page URL

Image format

- The best format is .JPG. It seizes over 70% of the whole images amount (30% .gif, .png, etc.)

How to check images and videos: [Reverse Image Search](#)

SITE STRUCTURE

- Intuitive and easy to use
- The main pages are only two clicks away from the home page (this can be achieved by placing links on a particular page from the main site)
- Pages have no more than 150 pages of internal links
- One and the same page in different sections (categories) has the same URL
- The links in the navigation menu are implemented with HTML (not JavaScript, or Flash)
- For online stores, make sure that one and the same product presented in different categories, is available by the same link

Depth level

- All the pages should be within the 3rd depth level, a maximum of 4th (Homepage – 1st level, section of the site – 2nd level, subsection – 3rd level)

How to check: Create a sitemap (or 3) & special pages for indexation, [Rel Canonical URL](#)

Code Tool

Note: Google Panda strongly penalizes sites for duplicate content.

What you have to do: remove duplicate content, close such pages from being indexed, use "rel canonical" tag to indicate the importance of pages

MICRO DATA

- Should be included for both SEO and contextual advertising

How to check: [Structured Data testing tool](#), [schema.org Microdata Generator](#)



INTERNAL HYPERLINKS

- Links should be with different anchors
- No broken links
- Can be made with blocks, or within articles (e.g., Wikipedia)
- No more than 1 link to one page from referring page, since the weight is transferred from 1 link only
- Use hashtags for 2 or more links to transfer the weight

How to check: [Manually](#)

TECHNICAL AUDIT

Configure the Web workshop

- Site should be connected to Google's Webmaster Tools
- No errors when crawling the site
- Correct geographical settings
- Primary mirror should be set

Scripts

- Availability and correct performance of Google Analytics on each site page

Web Analytics

- Service must have configured goals and e-commerce

Google Maps

- The company should be registered in Google Maps
- Google Maps should be optimized, namely: it has keywords in the card title, "sell" description, listed five relevant site categories with keywords; card should be opened for reviews
- Google Maps should be integrated with your site using plug-ins

How to check: [Google Maps API Checker](#)

Google+ business page

Site engine

- The site must turn a 404 page as a response to a request for a non-existing page
- 404 page should be done in the website style
- Home page should only be available by one address
- 301 server redirect should be configured (otherwise you get duplicated pages)
- All URLs of the site should have one look
- Pagination and sorting pages with duplicate content should be closed from indexing
- 301 redirect should be set from the first pagination page to the main page
- All the site URLs must be of the same low case
- Use "rel = canonical" on the pages with partial duplicate content
- The "Buy/Order" button should be made with a link, but not with a javascript code
- Link to the page "Print" should be of nofollow attribute and the page closed from indexing

How to check: [Redirect Checker](#)



Organic Ranking

Website Checklist

Social Buttons and widgets

- G +, Twitter, Facebook, etc. button should be installed on all pages of your site

How to check: [Manually](#)

Robots.txt and sitemap.xml

- Individual directives for Google and other search engines should be specified
- All service pages should be closed from indexing
- Sitemap.xml should be placed in the root of the site

How to check: [Google Webmaster Tools](#), [Robots.txt Checker](#)

Loading speed

- Page loading speed should not exceed 3 seconds

How to check: [Google PageSpeed Insights](#), [Pingdom's Website Speed Tool](#), Google Chrome browser or Google Toolbar, YSlow, GTMetrix, Use image compression, etc.

Statistics counters

- Statistics counters should be instated

How to check: [Google Analytics](#)

EXTERNAL INFLUENTIAL WEBSITES (**STEP 5!**)

- Business site should have other companies and direct competitors referring back to your site
- Referring influential sites should be indexed by all major search engines
- Referring influential sites should only have high quality metrics from trust/authoritative sites

How to check: [Contact >>> **OMNILEADS, LLC** <<< for this service!](#)

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