

Onsite SEO - Quick Checklist

This is a quick guide for you to follow when optimizing pages on your website. Make sure that you have the following elements optimized for each page on your website.

NOTE: Follow these steps AFTER you have completed your keyword research and decided which keywords to target on each of the homepage/product/services pages of your site. Remember, don't target each page for the same keywords, try to target different groups of keywords to different pages across your website.

□ Meta Tags

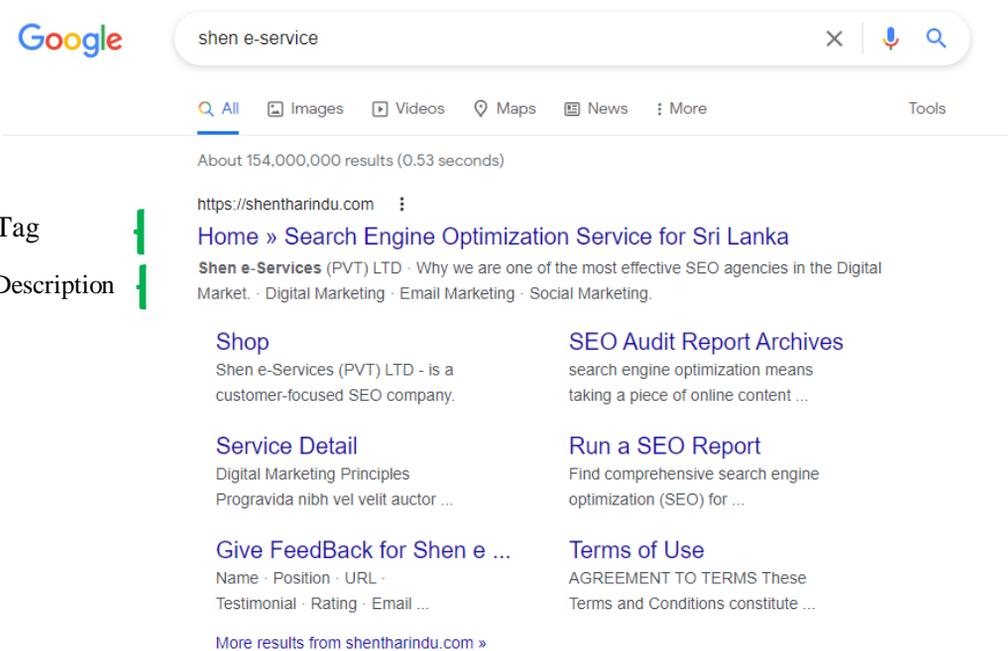
The Title Tag [60 Characters Long]

Make sure you include your main target keywords here. You only have 60 characters; the Title Tag appears in the search results so it needs to look appealing while also including your main keyword

Include your location + your keyword in the Title Tag across homepage and services pages on your website

□ The Meta Description [158 Characters Long]

This needs to be an appealing description for the webpage that entices people to click on your listing when they see it in the search results.



The screenshot shows a Google search for "shen e-service". The search bar contains "shen e-service" and the search button is visible. Below the search bar, there are navigation options: All, Images, Videos, Maps, News, and More. The search results show "About 154,000,000 results (0.53 seconds)". The first result is from "https://shenthairindu.com" and is titled "Home » Search Engine Optimization Service for Sri Lanka". The meta description for this result is "Shen e-Services (PVT) LTD · Why we are one of the most effective SEO agencies in the Digital Market · Digital Marketing · Email Marketing · Social Marketing." Below the main result, there are several related links: "Shop", "Service Detail", "Give Feedback for Shen e ...", "SEO Audit Report Archives", "Run a SEO Report", and "Terms of Use".

Title Tag { <https://shenthairindu.com> : Home » Search Engine Optimization Service for Sri Lanka

Meta Description { Shen e-Services (PVT) LTD · Why we are one of the most effective SEO agencies in the Digital Market · Digital Marketing · Email Marketing · Social Marketing.

Shop
Shen e-Services (PVT) LTD - is a customer-focused SEO company.

Service Detail
Digital Marketing Principles
Progravida nibh vel velit auctor ...

Give Feedback for Shen e ...
Name · Position · URL ·
Testimonial · Rating · Email ...

SEO Audit Report Archives
search engine optimization means taking a piece of online content ...

Run a SEO Report
Find comprehensive search engine optimization (SEO) for ...

Terms of Use
AGREEMENT TO TERMS These Terms and Conditions constitute ...

[More results from shenthairindu.com »](#)

□ Header Tags

H1 Header - the most important header. Only use once per page. Include target keywords here

H2 Header - the second most important header on your page. Include keyword variations here

H3 Header - the third most important header on your page. No need to include keywords here

H4, H5, and H6 Headers are for use on low priority headers on a webpage

□ Image SEO

1. Image File Name

Be sure to add keywords to image file names before uploading them to your website.

2. Add image ALT Text

Add keyword optimized ALT Text to all images on your website

For example, if you have a web page targeting ‘Website Backlink’ that has three images on the page, your image file names and ALT Text may look like this:

IMG 1

File Name: backlink-for-website.jpg

Alt Text: Backlink for your website

IMG 2

File Name: profile-backlink-for-website.jpg

Alt Text: Profile backlink for your website

IMG 3

File Name: tier1-backlink-for-website.jpg

Alt Text: Tier 1 backlink for your website

It’s good to include the target keyword ‘Website Backlink’ but don’t overdo it. Try to use subtle variations as it’s not smart to constantly use ‘Website Backlink’ in every image, header, and meta tag on a webpage. This is over optimization and you need to avoid it.

3. Image Geocoordinates

Add geo coordinates to some of the images on your website. Use <https://www.geoimgr.com/> or a **Shen e-Service** to do this for you. Don't forget to geotag images before uploading them to your Google My Business page too.

□ Content

- ♣ Include your keywords in your Title Tags and H1 and H2 Header tags naturally.
- ♣ With content on your homepage, product/services pages, and blog try to focus on producing quality content ahead of keyword optimized content.
- ♣ Yes, you should include your keyword and keyword variations throughout, but don't exceed 3% keyword density. Using your keywords in 1%-3% of the text is sufficient.

□ URLs

Include keywords in the URL of your product and services pages. Example:

shenthairindu.com/do-follow-forum-backlink/

shenthairindu.com/keyword-target-backlink-special-offer/

OR

shenthairindu.com/product/do-follow-forum-backlink/

shenthairindu.com/product/keyword-target-backlink-special-offer/

□ Location Pages

Location pages are unique pages for each branch or location that your business operates. The aim is that these pages will rank in the local search results when people are searching for your product or service

IMPORTANT REMINDER:

1. You need to create a Google My Business listing for each location/branch that you operate
2. Add this unique location page URL to Google My Business (not your website homepage)

Examples:

<https://shenthairindu.com/seo-consulting/>

<https://shenthairindu.com/contact-us/>

- ♣ Every location or branch requires its own location page on your website
- ♣ Add unique (not duplicate) content for each page, promoting services, about the branch, deliveries, opening hours, images (SEO optimized) and any other unique information
- ♣ Include a map, social media profiles unique to that branch, geotagged images of the branch, and reviews unique to the branch