20 POINTS ONPAGE SEO CHECKLIST FOR 2023

1) Identify and eliminate **technical errors** (so called *validation errors*).

2) Content. Create individual landing pages for the keywords you want to rank for. Each landing page should have content in the form of text with a minimum length of 600-800 words, better more than 2000 words. Avoid keyword stuffing. Target keywords should be found in the first sentences of the texts. Write the keywords a few times in bold and italics. Use synonyms. Ensure that your text is informative, well-structured, and easy to understand.

3) Check the **heading tags**. Put the page title (with your target keyword) in the H1 tag. You should use a maximum of one H1 tag per page. Your H2 to H6 tags should include secondary keywords and variations.

4) Check the **keyword density** of your texts.

5) Check the **meta descriptions** on all important pages. It should be a maximum of 160 characters long and should entice the reader to visit your page. Each page should have its own meta description.

6) Check your website for **duplicate content**. Use the canonical tag to avoid duplicate content issues.

7) Check the **internal linking** of your website. All important pages should be linked to each other. Check the anchor texts of the individual links: These should contain keywords that are relevant, but also appropriate to the topic of the target page.

8) Link to other popular websites (so called **trust links**) at least 1-2 times in each longer article on your website using the follow-attribute. Be strategic with your linking, maintaining a natural balance and avoiding excessive or irrelevant links.

9) Add **images**, screenshots, and if possible and appropriate, **videos** and (info) graphics to your articles/pages.

10) Optimize Your **Images**. Use descriptive file names, ALT tags of the images should include your target keywords. Compress your images to reduce loading time without compromising quality.

11) Create search engine friendly **URLs** (relevant keywords instead of numbers in URLs). Use hyphens instead of underscores as word separators in URLs. Avoid using generic terms or excessively long URLs.

12) Insert Call-To-Actions (**CTA**s).

13) Add **social share buttons** to your blog articles and other important pages so that readers can share the content quickly and easily.

14) Improve the **loading time** of your website.

15) Create and upload the **XML sitemap** to your root domain.

16) Create and upload a **robots.txt** file.

17) Make your website fit for **mobile devices**.

18) Leverage **Schema Markup**.

19) Check that all important pages are **indexed by Google** either by entering site:yourdomainname.xyz in Google search bar or under "URL inspection" in Google Search Console.

20) Merge your site with **Google Analytics** and **Google Search Console**.