



On Page SEO Checklist

20+ Proven Tips to Boost Your Rankings



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1. **Primary Keyword in H1 Title Tag:** Place your main keyword in the main (H1) title for topic relevance. Like the H1 tag could be “Expert SEO Services at Samyak Online” that’s the primary keyword focus
2. **Secondary Keywords in H2 Tags:** Use related keywords in subheadings (H2) for better topic coverage. Use H2 tags for services like “Expert On-Page SEO Techniques” or “Advanced Off-Page SEO Strategies.
3. **Keyword Order in Content:** Arrange keywords logically throughout your content. Place relevant keywords like "SEO services", "search engine optimization", "on-page SEO", etc., strategically throughout the content
4. **Meta Descriptions:** Write concise and attractive summaries for your pages in search results. Like” Discover top-tier SEO services with Samyak Online. Elevate your website’s rankings with our proven on-page and off-page SEO strategies.”
5. **SEO-Friendly URLs:** Keep URLs short, readable, and keyword-rich. Like <https://www.samyakonline.net/seo/on-page-seo.php>
6. **LSI Keywords:** Use synonyms and related terms to support your main keywords. Include related terms like “digital marketing”, “SERP improvement”, “keyword research”, etc
7. **Keyword Density / Frequency:** Balance the use of keywords without overstuffing and Ensure that keywords are naturally integrated into the content.
8. **Avoid Keyword Cannibalization:** Make sure your page targets unique keywords that aren’t heavily used on other pages of the site
9. **Content Above The Fold:** Place important content where it's immediately visible without scrolling. Like the key service offerings and unique selling points should be visible without scrolling.

10. **Unique, Engaging, and Valuable Content:** Create original content that holds value for your audience. The content should highlight what sets Samyak Online's SEO services apart from competitors.
11. **Length and Depth of Content:** Write comprehensive content that thoroughly covers the topic.
12. **Spelling and Grammar:** Ensure error-free and well-written content.
13. **Use Listicles:** Break down information into bullet-point lists for easier reading. Like “Consider a section like “5 Key Benefits of Our SEO Services”.
14. **Use of Tabular Data:** Present data in tables for clarity and structure. Like we have Present a table comparing different SEO packages or service features.
15. **Improve Content Readability:** Make your content easy to read and understand.
16. **Content Clusters:** Link to related content like case studies, blogs about SEO trends, or specific SEO services offered..
17. **Internal Linking:** Link to other pages on your site to keep users engaged. Ilke links to internal pages such as testimonials, about us, contact information, or specific service pages.
18. **Outbound Linking:** Include links to external authoritative sources. Reference authoritative sources on SEO best practices or industry standards.
19. **Add FAQ for Voice Search:** Incorporate FAQs for voice search optimization. Example “Include FAQs that answer common SEO queries which could be voice-searched”.
20. **Update Outdated Content Regularly:** Refresh old content to keep it relevant. Such as keep the content current with the latest SEO trends and algorithm updates
21. **FAQs:** Answer common questions related to your topic. Like in our case, Answer frequently asked questions about SEO services and processes.

22. **Image Optimization:** Use descriptive alt text and compress images for faster loading. Like we have images used on the page have relevant alt text, like "SEO strategy meeting at Samyak Online".
23. **Canonical Tags:** Utilize canonical tags if similar content exists on other pages to indicate the preferred version for indexing.
24. **Social Sharing Buttons:** Add buttons for easy content sharing on social networks. Include options to share the page on platforms like LinkedIn, Twitter, or Facebook.
25. **User Engagement Metrics:** Track and improve user interaction with your site.
26. **Accessibility:** Make your site usable for all, including people with disabilities as well as with alt text for images, screen reader compatibility, and easy navigation.
27. **Robots.txt File:** Properly configure this file to guide search engines in crawling the site effectively.
28. **Breadcrumb Navigation:** Use breadcrumb links for easy site navigation. In our case Implement breadcrumbs for easy navigation, such as "Home > SEO Services > On-Page SEO".
29. **Alt Text for All Images:** Describe images for SEO and screen readers. Like use descriptive alt text for all images, detailing what each image represents.
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About Author: Subhash Jain is the Founder of Samyak Online – the top SEO agency in India. Are you looking for SEO services to increase your website traffic, leads and brand recognition? Contact us for [Free SEO Proposal](#).
