

On-page SEO Cheatsheet

www.carminemastropiero.com

High quality content

1. Aim for 1,890 words or longer as long form content has been found to rank better and attract more social shares.
2. Include stats, data, charts, graphs, and tools to make it practical.
3. Add images and photos. Compress them to improve page speed.
4. Link to other relevant content of yours to push SEO juice while decreasing bounce rate. Try using calls to action, as well.
5. Link to high quality external resources.

Meta data

1. Use short URLs that include your main keyword.
2. Include the main keyword in the title tag and meta description. Keywords become bolded in meta descriptions which helps improve CTR.
3. Keep title tags under 60 characters to avoid them getting shortened in the SERPs.
4. Keep meta descriptions in the 50-160 character range to avoid them getting shortened in the SERPs, as well.
5. Optimize alt text and file names while including keywords if possible.

Formatting

1. Use header tags like H2, H3, and H4 to make reading your content easier.
2. Add keywords into header tags.
3. Use lists and bullet points to quickly summarize information or steps.
4. Keep paragraphs and sentences short to make content easier to read and for improving average time spent on page
5. Experiment with typography, font size, letter height, and similar elements.
6. Bold and italicize words and phrases you'd like to emphasize.

Page speed and mobile friendliness

1. Ensure your website is mobile friendly with [Google's mobile testing tool](#).
2. Use a theme or design that is responsive to different devices.
3. Use a free tool like [GTMetrix](#) to diagnose speed problems.
4. Upgrade your web hosting if it will help with how fast your website is.
5. Compress images to make them load quicker.
6. Use caching so content doesn't have to completely reload every time.
7. Enable lazy loading so images load when a user scrolls past them.
8. Minify JS, CSS, and HTML if possible.
9. Avoid redirects.