

New Page or Post Onpage SEO Optimization Checklist

For more information visit: <https://timberframehq.com/how-we-handle-on-page-seo/>

Meta Data

- Title - Write a unique title tag for every page and post. Use the keywords or keyphrases found in the keyword discovery. Limit title tag length to 60 characters.
- Description - write a short description describing your page or post. Keep it under 155 characters, and make it enticing so that viewers will click through from the search engine results page to your content

Links

- Full links ie, <http://yourwebsite.com/>
- Internal – 3-5, near the top, if possible, read for reference - <https://moz.com/learn/seo/internal-link>
- External – 2-3, if possible – OPEN LINK IN NEW TAB

Images

- Resize all images to 1080px
- Run all images through <https://tinypng.com/>
- Rename the Raw Image File
- Title – 4-6 word long, describing the image, lower case
- Alt Title - 4-6 word long, describing the image, capitalized as you would a title
- Description – 1-2 sentences describing the photo in more detail include the title
- Resource and Research
 - <https://yoast.com/image-seo/>
 - <https://www.shopify.com/blog/7412852-10-must-know-image-optimization-tips>
 - <http://diythemes.com/thesis/wordpress-seo-image-optimization>

- Review content for grammar and content updating where needed.