

On-Page Optimisation Checklist



Look at how and how often top ranking pages for desired keyword do the following things and then imitate them in your own way.

- Focusing your page** on one key thing
- Choosing a **focus keyword** based on both the above point and some keyword research
- Creating in-depth, **longer content**
- Building a list of **keyword variations** to use throughout your page
- Using your focus keyword and a keyword variation in your **page title**
- Using keyword variations in your **subheadings**
- Setting your focus keyword as your **URL slug**
- Using keyword variations in your normal, **paragraph text**
- Including **relevant** and **optimized images** on your page
- Including **structured data** and **rich snippets** on your page
- Using **formatting** such as lists, bold text and italic text
- Pages that are **mobile-friendly**
- Pages with good **core web vitals** scores