



Checklist 11 - Developing Off- Page And On-Page SEO Strategies

Project Name: _____

Date: _____

Yes No

On-page and off-page SEO helps grow your site's ranking on the SERP and further determines how well the page ranks. Here are some good on-page and off-page best practices:

Part One 1 – On-Page SEO Strategies

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Do your title taglines contain HTML elements with keywords that are descriptive and clickable? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Does your page load fast enough? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Are your URLs short, descriptive and optimized with keywords? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Is your content loaded with internal links? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Do your images contain alt texts with short descriptive keywords? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Are your headings compelling and the right format? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

Checklist 11 - Developing Off- Page And On-Page SEO Strategies

- 7 Are the images in your content optimized in terms of quality?
- 8 Are your meta descriptions short and do they convey key information?
- 9 Are you auditing your existing content regularly for relevance?
- 10 Is your page responsive with optimized user engagement?

Part 2 – Off-Page SEO Strategies

- 11 Are you harnessing the power of social media to improve your ranking?
- 12 Does your page have an RSS Feed Subscription box?
- 13 Have you incorporated quality internal links within your site?
- 14 Are you building trust by creating honest and informative reviews?
- 15 Are you posting content on forums such as Quora and Yahoo Answers?
- 16 Are you building relationships with other influencers and bloggers?

Notes

Checklist 11 - Developing Off- Page And On-Page SEO Strategies

- 17 Have you optimized videos and images on your page?
- 18 Are you frequently commenting on other blogs?
- 19 How often do you guest post?
- 20 Is your brand creative, unique and compelling?
- 21 Do you often share your content in other platforms?

Notes