

# ON-PAGE SEO WORKBOOK



**THIS GUIDE INCLUDES  
STRATEGIES, TIPS & TRICKS FOR:**

- ✓ Keyword Research
- ✓ Titles, Headings, & Metadata
- ✓ Image Optimization
- ✓ URL Structure & Internal Linking



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### Keyword Research

- Identify your target audiences
- Understand your audience's intent
- Brainstorm potential keywords with tools (Google Keyword Planner, SEMrush)
- Search Volume: check how often a keyword is searched
- Evaluate how hard it would be to rank for certain words with Keyword Difficulty (KD)
- Grouping Keywords: Categorize keywords into relevant groups for different pages or content topics
- Prioritization: Decide which keywords are most important based on your goals (traffic, conversions, etc.)
- Local Keywords: Include location-based keywords if your business is targeting local customers

### Search intent

- List potential keywords when searching for information
- List potential keywords used when trying to reach a specific website or page
- List potential keywords used when ready to buy a product or service
- List potential keywords used when considering to purchase and compare options

### Long-tail Keywords

- List potential “multi-word” keywords that have clear intent
- Evaluate keywords based on search volumes, competition, and KD

### Competitor Analysis

- Identify leading competitors in your niche
- User tools like SEMrush to analyze their traffic data
- Review competitor keywords
- Review competitor website design
- Keyword Gaps: Find opportunities where you can target keywords your competitors are missing
- Unique Keywords: Identify keywords your competitors rank for but you don't
- Common Keywords: Determine which keywords both you and your competitors rank for
- Website Structure: Observe the navigation, layout, and user experience of their websites
- Content Quality and Strategy: Evaluate the type, quality, and frequency of content they publish
- Check their title tags, meta descriptions, header tags, and content optimization for keywords

### Content Strategy

- Target Audience Identification: Clearly define your target audience
- Audience Needs and Preferences: Understand their needs, preferences, and pain points
- Define Objectives: Set clear, measurable goals for your content (e.g., traffic, engagement, conversions)
- Align with Business Goals: Ensure content objectives support overall business and marketing goals
- Content Calendar: Develop a content calendar for consistent publishing
- Topic Selection: Choose topics that are relevant and valuable to your audience
- Content Diversity: Plan for a mix of formats (blogs, videos, infographics, podcasts, etc.)
- Interactive Elements: Include elements that encourage user interaction (e.g., questions, polls).
- Storytelling: Use storytelling to make content more relatable and engaging.
- Incorporate Visuals: Use relevant images, videos, and infographics to enhance content
- Clear Structure: Use headings, subheadings, bullets, and paragraphs to structure content
- Content Diversity: Plan for a mix of formats (blogs, videos, infographics, podcasts, etc.)
- Easy Readability: Ensure the content is easy to read (short sentences, simple language)
- Clear CTAs: Include clear calls-to-action guiding readers to the next step
- Distribution Channels: Utilize various channels (social media, email, partnerships) for content distribution
- Encourage Comments: Invite readers to comment and engage
- Respond to Comments: Actively respond to user comments and feedback
- Regular Reviews: Periodically review content to keep it up-to-date and relevant
- Analytics: Use tools like Google Analytics to track content performance

## TITLES, HEADINGS, & METADATA STRATEGY



### Title Tag Optimization

- Include primary keywords in the beginning
- Keep the title under 60 characters for search engine results visibility
- Align the title tag with the meta description for a cohesive message
- Over-use of keywords can harm a website's search engine priority (keyword stuffing)

### Meta Tags & Descriptions

- Use only relevant meta tags that are known to impact SEO, like title, description, robots, viewport
- Ensure the viewport meta tag is correctly set for responsive design
- Include a charset tag (usually utf-8) for proper character encoding
- Use the robots meta tag to control search engine indexing behavior (e.g., index, follow)
- Ensure the Content-Type meta tag is set correctly, typically as text/html; charset=utf-8
- Avoid duplicate meta tags on the same page
- Ensure each meta description is unique and specifically describes the content of the page
- Include primary keywords naturally within the description and avoid keyword stuffing
- Aim for about 155-160 characters to ensure the entire description
- Include a clear call to action (CTA) to encourage clicks

### Headers and Subheaders Optimization

- Single H1 Tag Per Page: Ensure there is only one H1 tag on each page, typically used for the main title
- User tools like SEMrush to analyze their traffic data
- Reflect Main Topic: The H1 should clearly indicate the primary subject or topic of the page
- Review competitor website design
- Include Primary Keyword: Integrate your main keyword in the H1 tag naturally
- Organized Subheadings: Use H2, H3, and further subheadings (H4, H5, H6) to create a logical structure
- Relevant Keywords in Subheaders: Include secondary and related keywords in subheadings where appropriate
- Descriptive Subheadings: Make each subheading informative and reflective of the content that follows
- Content Quality and Strategy: Evaluate the type, quality, and frequency of content they publish
- Concise and Clear: Keep headers and subheaders concise, ideally under 70 characters to ensure clarity and impact
- Break Up Text: Use subheadings to break up large blocks of text, improving readability

### Image Optimization

- Format Selection: Use JPEG for photographs, PNG for graphics with transparency, and WebP for a balance of quality and compression
- File Size Reduction: Compress images to reduce file size without significantly impacting quality
- Utilize tools like Adobe Photoshop, TinyPNG, or online compressors
- Alt Text: Add concise, descriptive alt text for accessibility and SEO
- Keywords in Alt Text: Include relevant keywords where appropriate, but avoid keyword stuffing

### URL Structure

- Primary Keyword Inclusion: Include the primary keyword in the URL to enhance SEO relevance
- Relevance to Content: Ensure the keywords in the URL accurately reflect the page's content
- Keep It Short: Aim for concise URLs that are easy to read and remember
- Avoid Unnecessary Length: Limit the number of words and characters to maintain clarity
- Clear and Intuitive: Ensure the URL is easy to read and interpret by users and search engines
- Separate Words with Hyphens: Use hyphens (-) instead of underscores (\_) to separate words
- Consistent Lowercase Usage: Stick to lowercase letters to avoid confusion and duplication issues
- Logical Hierarchy: Structure URLs to reflect the site hierarchy, showing the path to the page (e.g., `website.com/category/subcategory/page`)

### Internal Linking

- Ensure that internal links are relevant to the context and content of the page
- Use clear and relevant anchor text that describes the linked page
- Steer clear of non-descriptive phrases like "click here" or "read more."
- Include relevant keywords in the anchor text, but avoid over-using
- Place links where they naturally fit within the content
- Link from various pages, not just from the homepage or main menu
- Cross-Link Between Relevant Pages: Encourage a web of connections between related content
- Implement Breadcrumbs: Use breadcrumb navigation to improve user orientation and internal linking