THE BLUE OCEANS GROUP
PRESENTS

# ON-PAGE SEO Checklist

FACTORS TO RANK #1

## Readability and User Analysis

### 1 Content-Length (2000+ words)

### 2 Flesch Reading and Text Visibility

Create your content reader-friendly. Use Readable fonts, no spelling mistakes, easy to understand language.

### 3 Avoid Passive Voice

Limiting Passive Voice in Content improves SEO rankings.

### 4 Sentence Length

Google only recommends the maximum 25% of your sentences can go beyond 20 words.

### 5 Proper Sub-heading distribution

Use Proper H1, H2, H3 tags after 200-300 words. The length of one paragraph must not exceed more than 100 words

### 6 Use Transition Words

The absence of transition words like "Additionally, Next, First of all, So, Indeed, Similarly etc" in writing makes the piece harder to read and relate to.

### 7 Include Visuals

Always include visuals in your content in the form of images, GIFs, Graphs, Videos, audios, charts, polls, infographics etc.

## On-Page SEO Analysis

Keyphrase (Keyword Length)

Keyphrase Density (Keyword Optimization)

Add Social media sharing icons

### SERP Listing

www.theblueoceansgroup.com › seo-checklist ›

SEO Checklist: 82 Google Ranking Factors to Rank #1 (2020)

The critical Google ranking **factors** and **SEO** checklist that can help your site to rank on #1 on Google. **SEO** Basic Background Checklist: Content Front (**SEO** and Content Marketing). On-Page **SEO** Checklist: Off-Page **SEO** Checklist: Technical **SEO** Checklist: Local **SEO** Checklist: Brand Signals: Google's Penalties

| META TITLE | URL | META DESCRIPTION |
|---|---|---|
| Include Keyword<br>Front-Load keyword | | Include Keyword<br>Ranks better in Google |
| Length 50-60 char.<br>Do not use > 60 char. | Keep URLs short<br>Leverage SEO-friendly URLs | Length 150-160 char.<br>Increases CTR |
| Use Numbers<br>Like 82, 2020 (Year) | Include Keyword<br>Separate with hyphens | Avoid Duplicate Meta<br>Do not copy from competitors |
| Use modifiers<br>Like Best, Ultimate, What, Why | Be descriptive<br>should be informative | Be descriptive<br>should be meaningful |

Keyphrase/ Keyword in H1 tag

Keyphrase in Introduction in first 100-150 words

Keyword in Sub-headings H2, H3, H4 tags

Keyword in Alt Tag (Image Optimization)

Take care of Keyword Cannibalization

Keyword/ Keyphrase in Conclusion

Use Long Tail Keywords

Use LSI Keywords

Add Internal links (Inbound links)

Add external links (Outbound links)

Delete Zombie Pages

Update Old or Outdated Content on your Site

Find and Fix Orphan Pages

Use Rich Snippet, Schema, and microdata

Presented by:

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