Checklist:
On Page SEO Elements

Caz Method

Content & SEO. *Simplified.*

SEO is a complex topic, but the good news is that there are proactive steps you can take to give your content the best possible chance of ranking in search engine results.

The following checklist of *On-Page SEO Elements* is recommended:

Page Organization and Formatting:

- ☐ H1 Header
- ☐ H2...H4 Header Structure
- ☐ Readability of copy + white space
- ☐ Clear call to action
- ☐ One focus per page

Background SEO- Each Page:

- ☐ Title tag
- ☐ URL slug
- ☐ Meta description
- ☐ Image / graphic alt tag

The following chart details the best practices for each of the key on-page SEO elements.

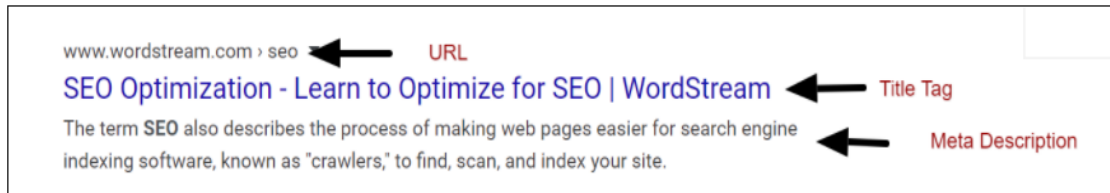| Page Element	What it is	SEO Best Practice
H1 Title	Page Title	Tells search engines what the main focus of the page is. Sets the tone for the page content
H2...H4 Header Structure	On-page formatting structure	Similar to an outline, Use H2...H4 headers to define the hierarchy of importance for your content.
Body Text	On-page text that describes the purpose of the page	-Include text that demonstrates how the page solves the user's search query
URL	The specific online address of a website page	-Include core of title tag -Aim for between 50-60 characters
Title Tag	Page title that shows in search engine results	-Describe what the user is searching for -Include keywords -Include brand name -Maximum 60 characters
Meta Description	Page description that shows in search engine results.	-Summarize key content from the page -Include keywords -Maximum 160 characters
Alt Text	Description of images that allows the search engines to read them - critical for SEO	-Describe the image -Incorporate keywords - Maximum 100 characters
Image Title	Description of the image shown when you "mouse over" is - important for a good user experience	-Describe the image as it pertains to the page content focus

Examples

Search Engine Result (SERP):

HTML Headers:

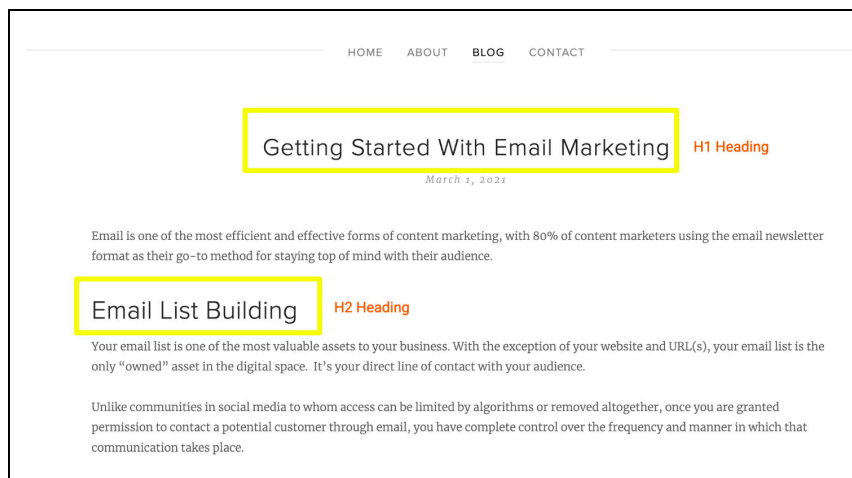## Image File and Alt Text:

Okay alt text: <img src="bird.png" alt="Rooster">
Better alt text: <img src="bird.png" alt="Rooster crowing">
Best alt text: <img src="bird.png" alt="Red-crested rooster crowing">