

MY ON-PAGE SEO

CHECKLIST



lots of easy tweaks
for quick SEO wins!

1. YOU HAVE A PRIMARY KEYWORD IN THE URL

Your primary keyword should be a focal point of your URL slug.

ARTICLE TITLE

How to Build a Profitable **Hotel Distribution Strategy**



ARTICLE URL

<https://www.domain.com/hotel-distribution-strategy/>

2. YOUR URL IS SHORT

You omitted unnecessary words like adjectives.

go from 13 words

<https://domain.com/five-ways-private-schools-can-improve-their-operations-and-the-education-they-provide/>

<https://domain.com/improve-private-schools-operations/>

to 4 words

3. YOUR URL IS EVERGREEN

Don't mention things that might change.

avoid numbers so you can update content

<https://domain.com/5-ways-to-improve-private-schools-operations-in-2024/>

mentioning the year makes content irrelevant quickly

4. YOUR KEYWORD IS AT THE BEGINNING OF A TITLE TAG

But only if it makes sense.

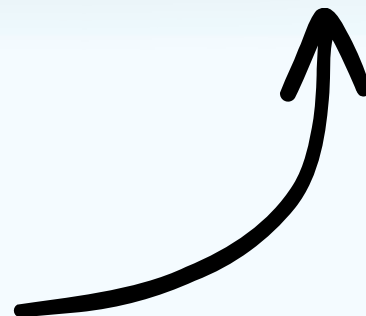
THIS IS BETTER

5 **Financial Goals** You Should Aim to Achieve

THAN THIS

You Should Aim to Achieve These 5 **Financial Goals**

if "financial goals"
is your target keyword



5. YOUR TITLE TAG IS UNDER 60 CHARACTERS

If not, it will be cut off and searchers might miss some context.



Time Clock Wizard

<https://www.timeclockwizard.com> ⋮

Free Online Time Clock: Time Tracking & Scheduling App for ...

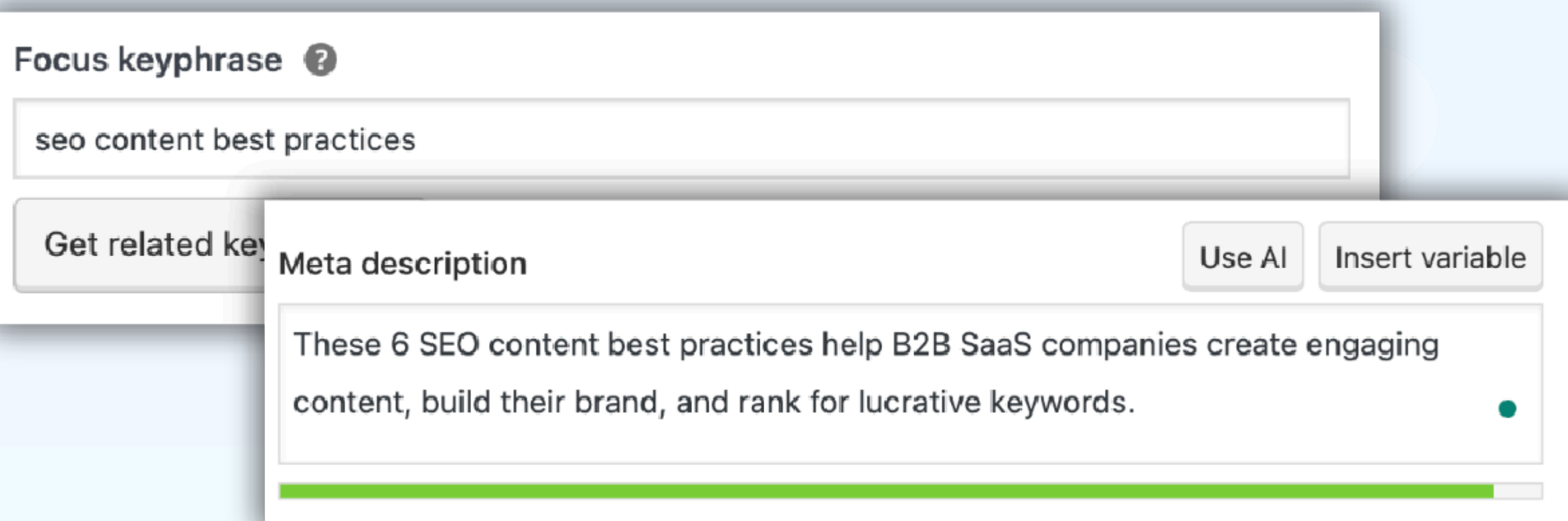
FREE ONLINE TIME CLOCK. Track **employee** work hours accurately. Collect absences, late clock-ins & more. INSTANT ALERTS. Instant customizable mobile & email ...

[How to Schedule Employees](#) · [Time Clock App for Employees](#) · [Time Calculator](#)



6. YOU HAVE A KEYWORD IN THE META DESCRIPTION

Put it at the beginning if it makes sense.



The screenshot shows a software interface for generating meta descriptions. At the top, there is a label "Focus keyphrase" with a question mark icon. Below it is a text input field containing the phrase "seo content best practices". To the left of the main interface is a button labeled "Get related key". On the right side, there are two buttons: "Use AI" and "Insert variable". The main area is titled "Meta description" and contains a text box with the following generated text: "These 6 SEO content best practices help B2B SaaS companies create engaging content, build their brand, and rank for lucrative keywords." A green progress bar is visible at the bottom of the interface.

It doesn't affect your rankings but
it does affect your CTR.

7. YOU MENTIONED YOUR KEYWORD IN THE INTRO

It usually happens naturally as you write.

How do you create content that not only ranks in search engine results but also solves your readers' problems?

Most B2B SaaS companies struggle to answer this question. According to research, **66% of businesses** consider content creation their biggest marketing challenge.

This is because most companies either view content creation solely from an SEO perspective or completely ignore it to focus on branding only.

Neither of these strategies works.

In this article, we'll share six **SEO content best practices** to help B2B SaaS companies create engaging content that not only builds your brand but also helps you rank for the most lucrative search keywords in your industry.

Keep reading to learn more.

If not, try to embed it subtly.

8. YOU HAVE A GOOD HOOK

Say something in your intro to make readers want to learn more.

For example, hint at the benefits of reading your article.

Email marketing lists allow you to connect with your audience in ways other marketing channels simply can't.

They offer a direct line to your subscribers, keeping them updated on your restaurant's latest news, boosting customer engagement in the process, and, ultimately, driving more traffic to your business.

But for that, you need a strong subscriber base first.

How do you build one? Well, you're about to find out.

Problem
Solution

In this article, we reveal 6 incredibly effective tactics to take growing your email marketing list to the next level.

Without further ado, let's get started.

**Struggling to rank
higher in search results?**

Contact us today!