

MY ON-PAGE SEO

CHECKLIST



lots of easy tweaks
for quick SEO wins!

1. YOU HAVE KEYWORDS IN YOUR HEADINGS

Mention the primary and secondary keywords in H2 and H3 tags you use.

```
<h2> Understanding Procurement KPIs
<h2> Reasons to Measure KPIs in Procurement
  <h3> Performance Assessment
  <h3> Risk Mitigation
  <h3> Alignment with Organizational Objectives
<h2> Categories of Procurement KPIs
  <h3> Cost Management
  <h3> Supplier Performance
  <h3> Risk Management
  <h3> Sustainability
<h2> How to Measure Procurement KPIs
<h2> Conclusion
```

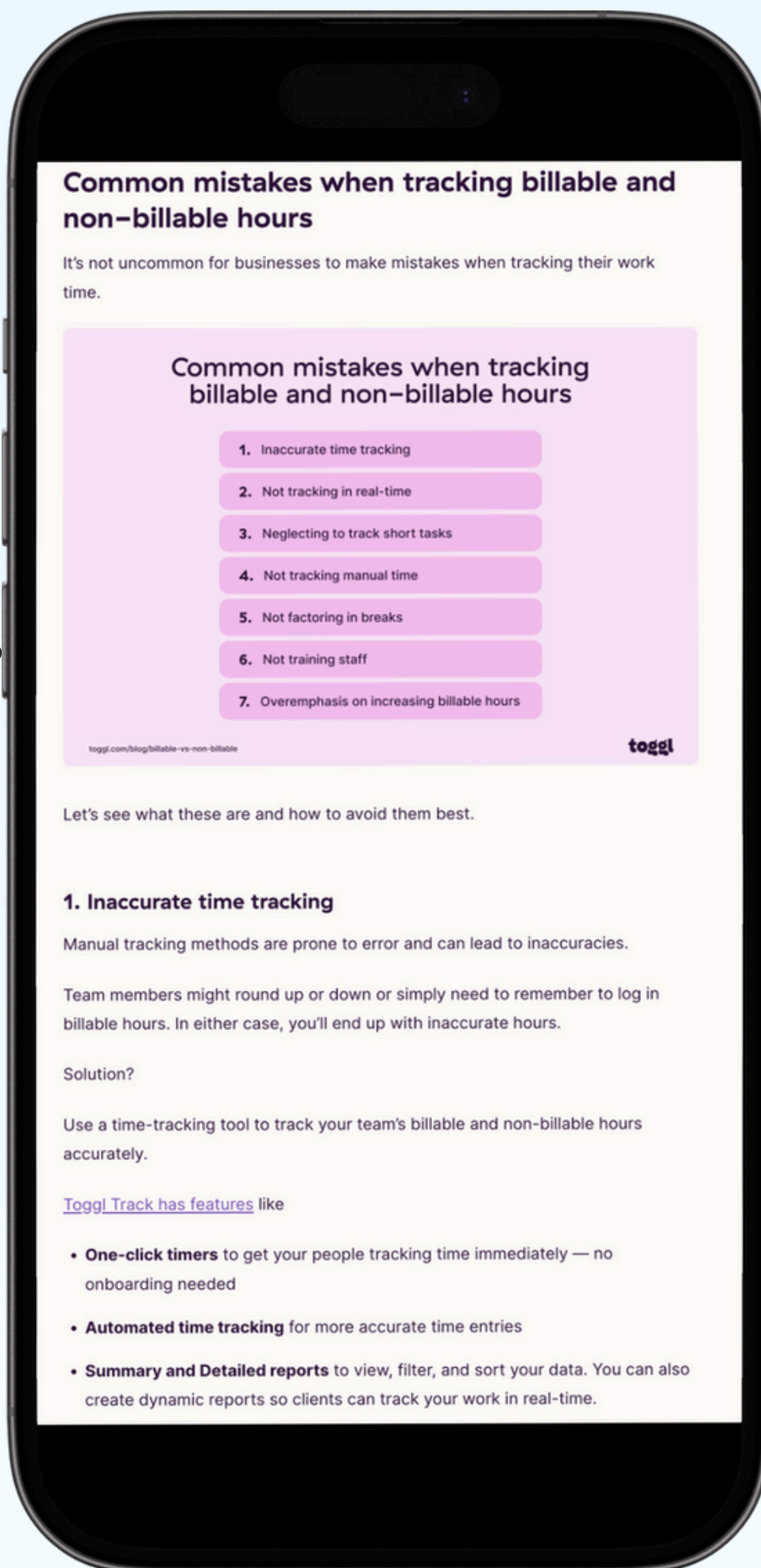
but don't force it or you'll over-optimize things

2. YOUR IMAGES ARE OPTIMIZED

WebP format if possible



Descriptive filename



Under 500 kb



Descriptive ALT text

3. YOU HAVE 5+ EXTERNAL LINKS

Link to all your research and pages where readers can find more info.

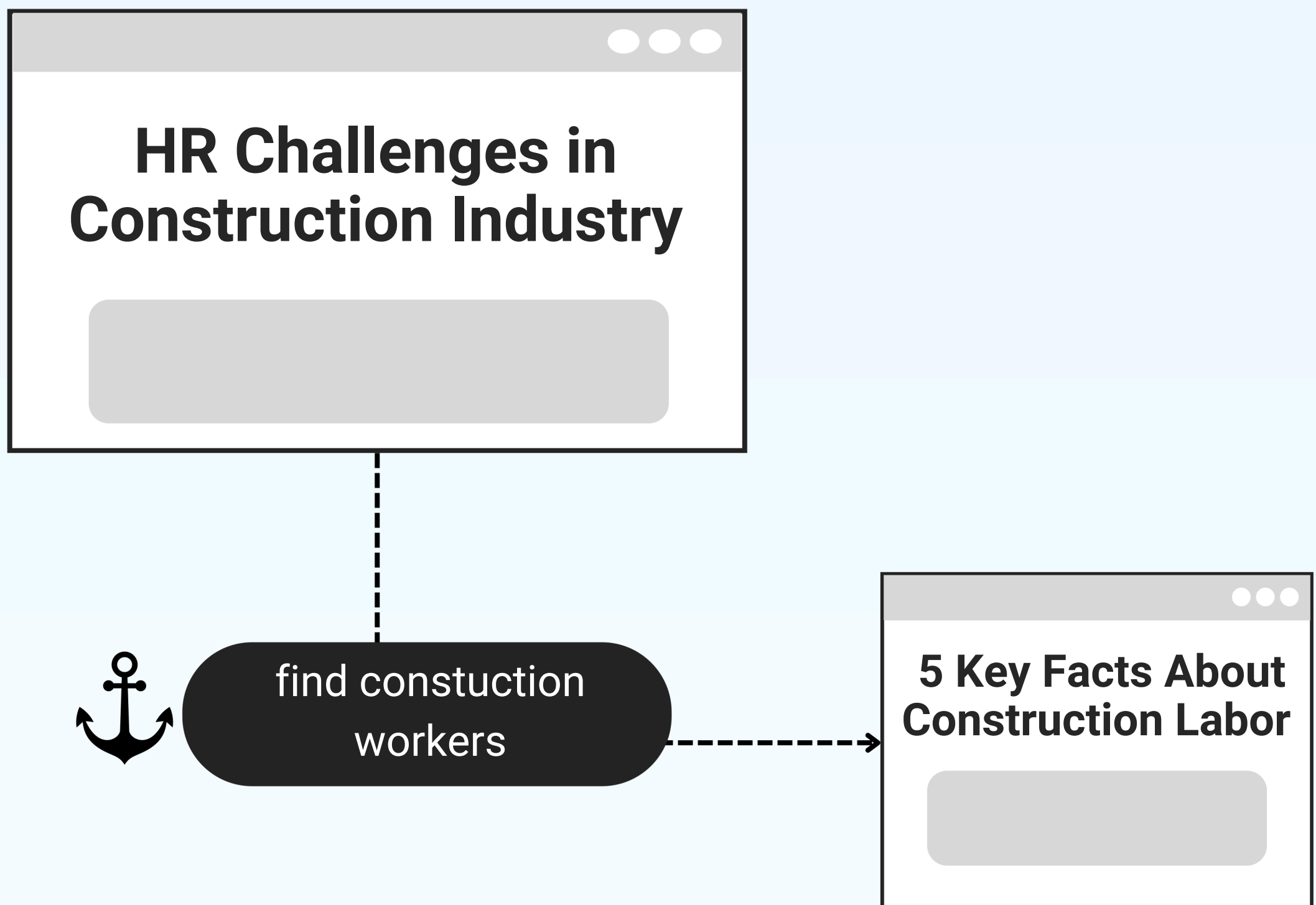
Jeff Kupietzky, CEO of Jeeng, a company specializing in automated messaging and marketing solutions, **explains** that today's email marketing should be more centered around custom-made experiences:

The **CAN-SPAM Act** strictly prohibits any form of deceptive emails, including subject lines:

In addition, **severe violations of GDPR regulations** can result in fines of up to 10 million euros or 4% of the global turnover, whichever is higher.

4. YOU ADDED 5+ INTERNAL LINKS

Pass some link juice to deeper content, not just to top-level pages.



5. YOU OPTIMIZED YOUR ANCHOR TEXTS

But avoid over-optimization here.

use 3-5 words

An Applause survey of 946 organizations reveals some interesting insights, such as the fact that over 85% of organizations tend to test features as they're being developed.

Defect management practices address this issue by shifting the focus to early detection and resolution, preventing issues from appearing altogether or from escalating in complexity.

make it sound natural

6. YOU HAVE A NATURAL KEYWORD DENSITY

Prevent keyword stuffing. Just aim to create the most useful piece of content.

don't stuff your content with unnecessary headings

What is **guest registration**?

Guest registration is the process of collecting and recording guest information for official purposes at a hotel or accommodation property.

Typically, the reasons for **guest registration** are around legal compliance, safety policies, payment requirements, and communication purposes.

Registering guests is a key part of running a hotel, both to keep operations running smoothly and to ensure that your guests are taken care of. **We'll go into more detail in this complete guide to **guest registration**.**

or phrases

7. YOU GET TO THE POINT QUICKLY

Prevent keyword stuffing. Just aim to create the most useful piece of content.

In This Article

What Is Supply Chain Efficiency?

Why Is Efficiency Important in Supply Chain?

Supply Chain Efficiency vs. Responsiveness

Supply Chain Efficiency vs. Supply Chain Effectiveness

How to Measure Supply Chain Efficiency

Ways to Improve Supply Chain Efficiency

NetSuite Enables Companies to Master Their Supply Chains

Say your title is *"5 Ways to Improve Supply Chain Efficiency"*

Then don't cover that LAST in your content.

8. YOU HAVE 2+ EXPERT QUOTES PER ARTICLE

Opinions from other (relevant) people make content trustworthy.

Jon Taffer, a restaurant entrepreneur and TV personality, explains:



Jon Taffer
restaurant entrepreneur
and TV personality

“

Once you've got them through the door a third time, they're 70% more likely to return for the fourth, and if that happens, you own them.

”

workers

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

Contact us today!