

MY ON-PAGE SEO

CHECKLIST



lots of easy tweaks
for quick SEO wins!

1. YOU ADDED 3+ REAL-WORLD EXAMPLES

From use cases to horror stories, stories in content makes it relatable.

For example, plywood sheets can be taken because they're valuable (currently \$8-15 per sheet) and easily sold on various sites online.

In fact, that's how this [criminal operation](#) worked.

Douglas, Sarpy County authorities investigating plywood theft from several sites

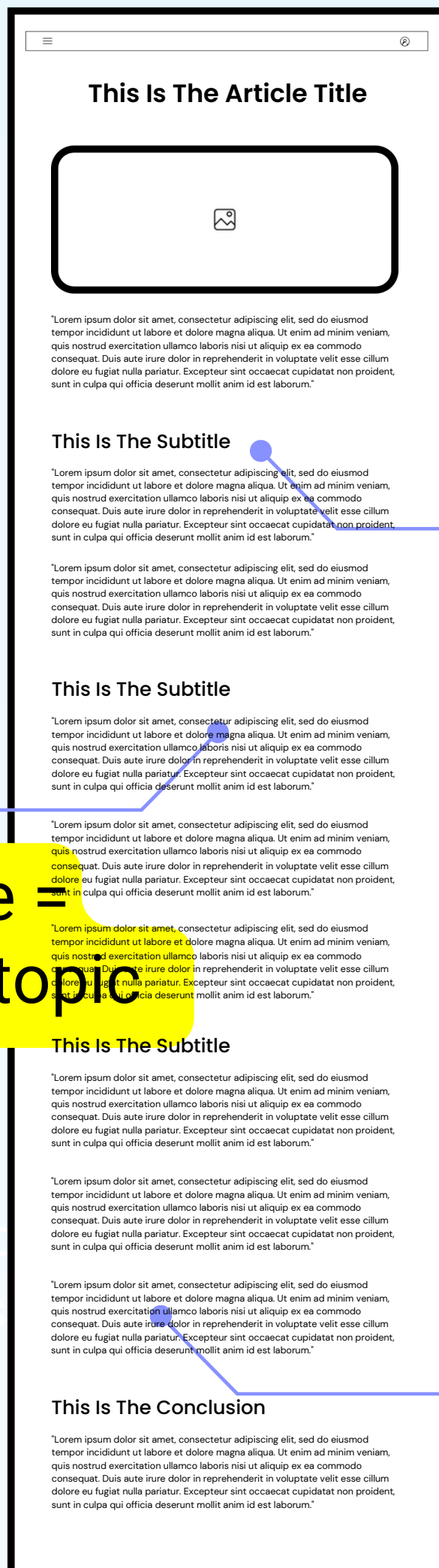


Source: [WWT](#)

In this story, police found about \$7,000 of wood stolen from several jobsites but they believe suspects have stolen over \$100,000 of building materials.

workers

2. YOU HAVE OPTIMUM CONTENT LENGTH



too short article = superficially covered topic

too long article = bad UX, going off-topic

Sweet spot: 1.5K-2.5k words

find constuc
workers

3. YOU ADDED 15+ IMAGES

data visualizations



Reviewing a Candidate's Portfolio

Most self-respecting developers will have a portfolio of their previous or current projects. Think about it – you wouldn't hire a content writer without reading their articles, would you?

The same logic applies to developers; their portfolio showcases their coding abilities.

In that respect, portfolios are a better medium for assessing a developer's skills than CVs.

With a portfolio, you can clearly see the candidate's development level – the knowledge they've acquired and how they've implemented it.

A CV simply can't present a developer's skillset as clearly.

In fact, a CodinGame survey showed that 57% of development recruiters might abandon CVs entirely:



These numbers shouldn't be surprising; words on a paper simply can't display competence as well as the real-world examples found in portfolios.

When hiring, examine applicants' portfolios in the context of your own team's needs. Look at whether they collaborated with others to see if they're a team player.

Sports, fitness, Female workout mobile app.

Android, IOS support.

Admin panel is free service.

Smartwatch, wearable device integration

Stack: React Native, Typescript

Imagine smart device integrations is one of your stakeholder requirements; having this developer's skills on the team would be invaluable.

In other words, the main benefit of portfolios is that you can see candidates' previous projects and therefore gauge how helpful they would be for your team.

screenshots

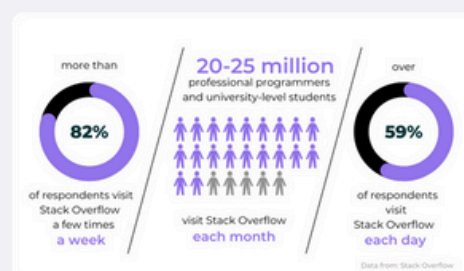


Checking the Candidate's Use of Stack Overflow

Stack Overflow has a similar reputation as GitHub; almost every developer has an account.

The website is used for asking programming questions and sharing coding solutions and is often a developer's go-to resource.

Stack Overflow's recent survey revealed just how popular the website is:



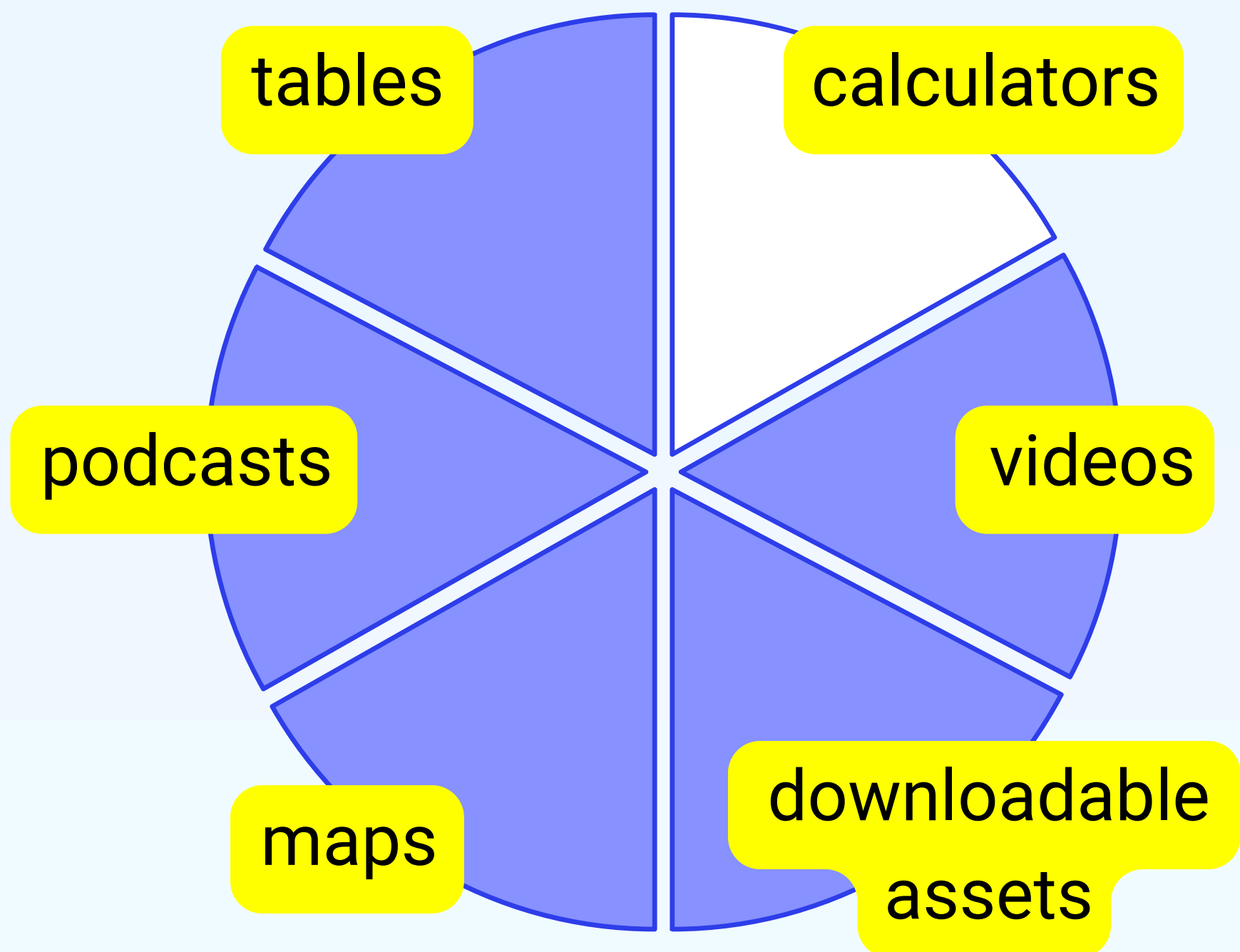
Considering these numbers, your developer candidates are probably active on the website. So, what exactly should you monitor when checking how applicants use Stack Overflow?

illustrations



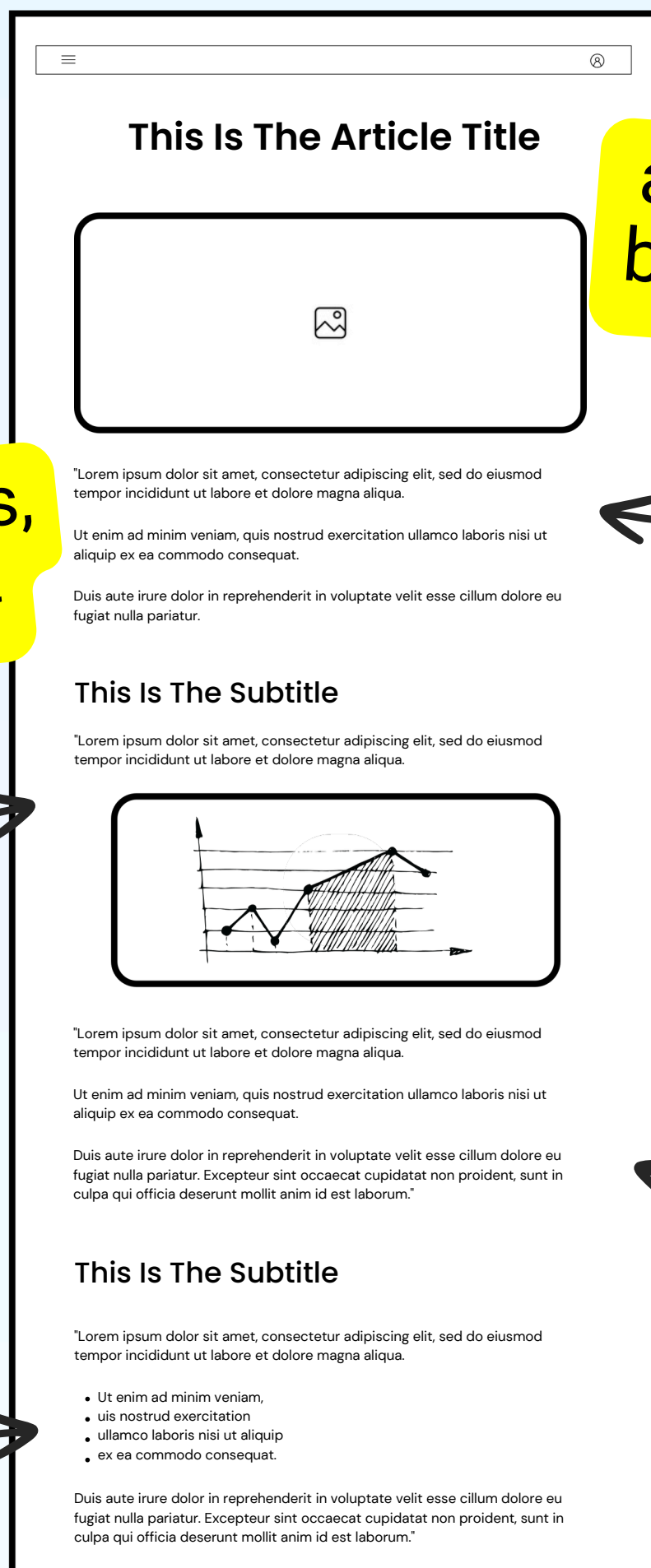
4. YOU CREATED MULTIMEDIA CONTENT

Go beyond images and add other types of multimedia content.



5. YOUR CONTENT IS SKIMMABLE

Your formatting is very readable.



adequate spacing between elements

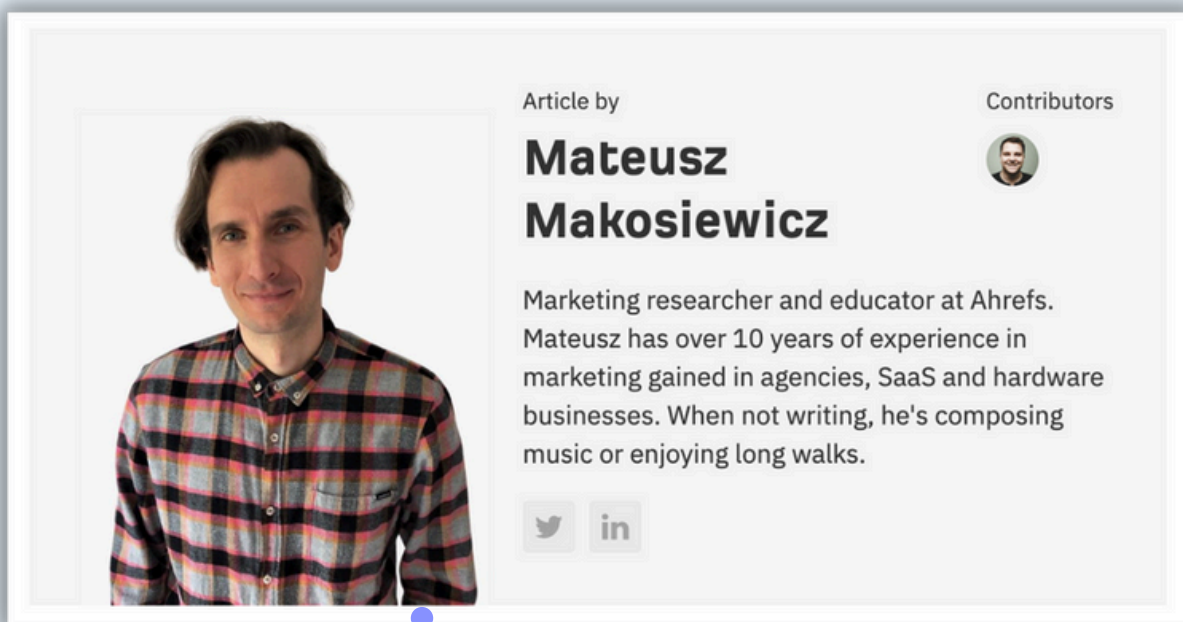
small paragraphs, 2-3 lines of text

line-height 1.25x to 1.5x font size

numbered or bulleted lists

6. YOU HIGHLIGHTED AUTHOR'S CREDENTIALS

Each article should have a writer, and every writer should have their bio.



Even better, a
whole author
page.



7. YOU EMBEDDED RELEVANT OFFERS

SEO traffic will not convert on its own. You need to add some CTAs.

whether it's a demo or free trial

Katana Cloud Inventory

Katana supports thousands of businesses with batch tracking, barcode scanning, expiry date tracking, and more. Schedule a free demo call with our team and see Katana in action.

Get a demo

or a email-grabbing offer

Download the definitive guide to batch production

Download our free ebook guide on batch production to learn more about the benefits, workflows, and software you need to get started.

First name

Last name

Your business e-mail

Revenue

Select your annual revenue

Industry

Select your industry

Download for free

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higher in search results?**

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