

# On-page SEO checklist

by mangools



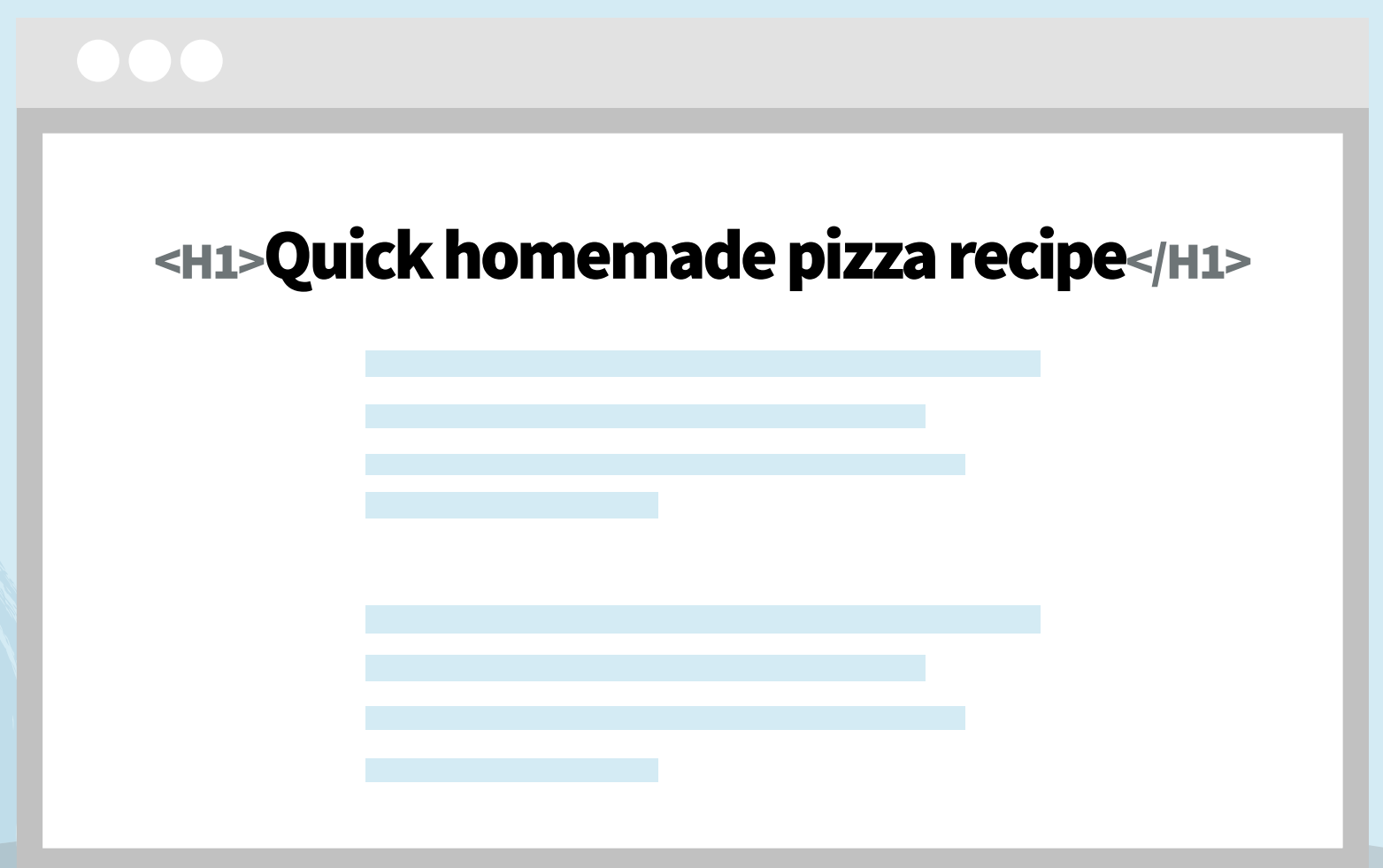
## 1. Find out what people are searching

**Write about a topic that matters.**

Provide your own point of view or tips. This applies for everyone willing to create unique content. It doesn't matter whether it's a blog or an e-shop.

## 2. Create tags and headlines

Create an appealing name (meta title), introduction (meta description) and overall headlines structure. Choose keywords in keyword research tools. Think of user engagement, so don't overact by cheap or too cheesy words.



 <https://example.com/how-to-bake-pizza> 

## 3. Use SEO-friendly URL

Avoid using URLs with various figures and characters. Use URLs corresponding to your content and its title.

## 4. Include multimedia

Add images, infographics, charts or videos to increase user engagement. Moreover, rich media motivate to like, share or comment.

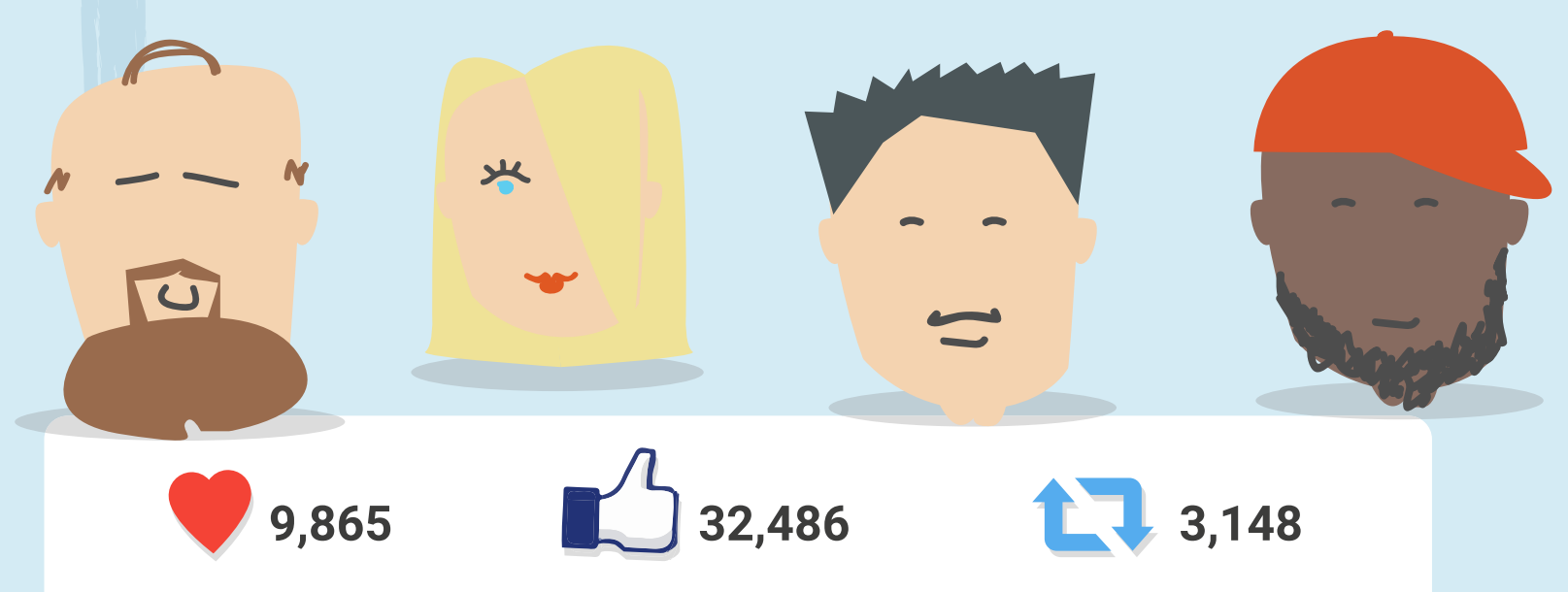


## 5. Add outbound and internal links

Outbound links give a relevancy signal of your topic to Google. **Make sure to use only relevant links. Internal links are important for creating a buzz around your other articles or website sections.** It makes easier to visit them and leads to higher engagement.

## 6. Let people engage

**Make your content easy to share.** Consider adding specific and topic related social networks besides Facebook, Twitter or LinkedIn.



Find out more on:

<http://bit.ly/on-page-seo-checklist>

