

ON-PAGE SEO

The most important on-page SEO factors

- Content Quality
- Linkable Content
- Title Tag
- URL

The Local On-Page ranking checklist to rank your website on top of Singapore Google



EASY TIPS

Optimize Your Content

1. Use Your Target Keyword In The First 100 Words
2. Keyword frequency and density
3. Usage of Header tags (H1, H2, H3) and include target keyword if possible
4. Include Alt text
5. Ensure content does not have keyword cannibalization
6. Usage of outbound (external) links to authority sites
7. Optimize URL with target keyword and short URLs

Optimize Title and Description Tags

1. Optimize Title Tag
2. Optimize Meta Description

Write SEO Content

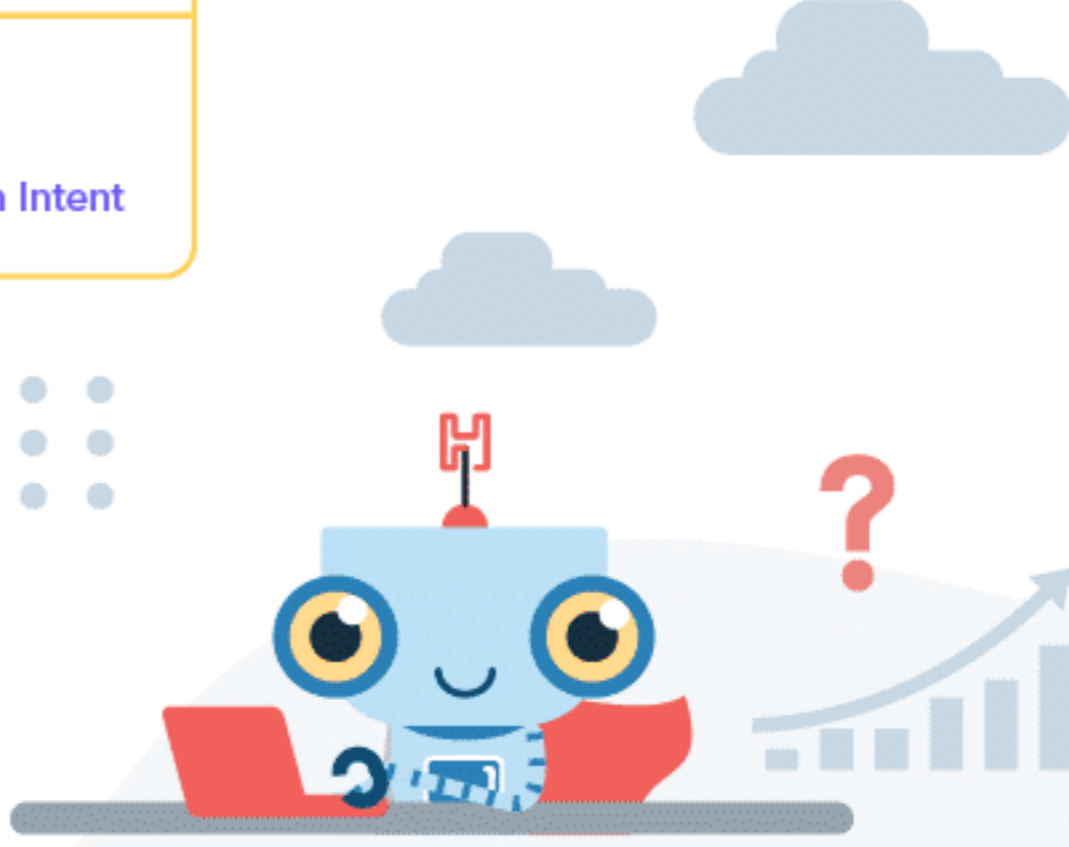
1. Unique content
2. Valuable Content
3. Content That Satisfies Search Intent

Optimise for CTR

1. Usage of Schema markup/structured data to increase CTR
2. Fill In Missing Meta Descriptions
3. Add Some Emotions to Your Title Tags
4. Add the Current Year to Title and Description

ADVANCED TIPS

Image optimisation
 Use Custom Images
 Proper internal linking
 Optimize Page Speed
 Optimize the page for featured snippets
 Use E-A-T strategy



On-page SEO tools to help you optimize your pages

- Ahrefs
- SEMrush
- Seranking
- Screaming Frog
- Copyscape
- GTMetric
- Moz On-Page Grader

Outsource or In-house?