



On-site SEO checklist for every page or blog post

THE ESSENTIAL SEO TASKS THAT YOU NEED TO COVER
WHEN CREATING A NEW PIECE OF CONTENT ON YOUR SITE

This is a simple checklist to follow when adding new content to an existing website.

Proper SEO work needs to be done (once) on the entire website first, to make sure Google can properly “understand” and index it.

Everything you need to know about optimizing your website can be found in [the full-length SEO guide](#) (also available as a PDF download in the [ForegroundWeb Member Area](#)).



Write quality content

This should be the foundation for all your work online, and it’s what Google likes to see. Think about who your readers are and what content they expect to find on this page. Don’t worry about page length, write as much as needed to transmit your message and be helpful to your audience.



Work on structure and readability

Use H2 and H3 headings to mark different sections in the post (because H1 usually used only once, for the title). Break up long blocks of text into separate paragraphs. Use bullets and numbered lists where appropriate. Use bold and italics for emphasis, but don’t go overboard. All this improves the user experience on the site, which indirectly impacts SEO.

Optional: use keyword research to tweak your content

Use a free tool like [Google Keyword Planner](#) (or the more powerful [ahrefs Keyword Explorer](#)) to determine what keywords to rank for. Then try responsibly using them in your page/post title, permalink/slug, first paragraph, sub-headings, image alt tags.

Check for spelling/semantics/grammar

The spellchecker in your text editor or browser can only do so much. Besides using a tool like [Grammarly](#) (which also detects more advanced semantic writing errors), the greatest trick in the book is: re-reading your content out loud. Hearing the words you write uses many more error-filters in your brain, give it a try.

Set a good page slug (or permalink)

Avoid ugly URLs. Ideally, use 3-5 words that together are easy to remember, separated by dashes (not spaces or plus signs).

Add the SEO title and meta-description

Every website platform allows defining the SEO fields for each piece of content. If using WordPress, the Yoast plugin makes things really easy. Read [tips #17 and #18 from my SEO guide](#).

Optimize images and add ALT tags to them

Performance matters, make sure that images you add in your content are at the right size and compression level. And try adding alt tags to all images you add to the page/post content, so that Google can understand them better. See [tip #37](#).

Link to other pages/posts and to external sites

Internal linking is good for SEO. But forget about Google for a while. Linking to your other pieces of content helps people explore more of your site. Don't be afraid of "losing SEO value" by linking to other sites. Outbound linking is a relevancy signal for Google, it helps better determine the page content.

One final read out-loud, then **publish**

When you feel the new post or page is ready to be published, I dare you to read it out loud one more time. You'll likely a few last details that can be improved. Take care of them, then hit publish!

Link other pages/posts to this new one

Make it easier for people to discover your new content. Think of all the relevant or related pages in your site where it would make sense to add a link to your new page.

Check all links (both outbound and inbound)

People (and Google) shouldn't run into a 404 error when clicking on any of the links.

Add the new page to the navigation menu (if needed)

Or if it's a blog post, make sure it looks well on your blog index page.

Submit new post/page in Google Search Console

Google will automatically index the new content via the XML sitemap you probably have, but this manual process helps speed things up. Use the "Inspect any URL" box at the top of your [Google Search Console](#) account, paste in your new blog post or page URL and click Enter. And then click on the "Request indexing" button.

Promote your new page

Email friends or industry connections that might find it interesting. Share it on social media. Maybe even prepare different versions of the page headline and schedule them to be sent out at specific times. Visuals (featured images) help tremendously.

Are you an SEO-aficionado in need something more detailed than this?

Here's more reading material for you:

- [On-Page SEO: Anatomy of a Perfectly Optimized Page \(Backlinkto\)](#)
- [Most Recent Articles on On-page SEO \(Moz\)](#)
- [The Insanely Powerful 2016 SEO Checklist \(ClickMinded\)](#)
- [On-Page SEO Checklist: How to Fully Optimize Your Posts \(OptinMonster\)](#)



In-depth (white-hat) SEO review

The complete SEO review for new or existing photography websites.

I'll highlight everything you're doing wrong now, fix any critical SEO issues and give you recommendations for improving your rankings and befriending Google.

Good SEO might be the reason you're now on this website, but it requires a whole lot of technical stuff that you probably don't want to deal with. I know many photographers tell me that.

All photographers are fighting for attention online. Those with the resources and knowledge to improve their photo website's rankings will eventually reap the benefits of the increased traffic & exposure.

[Photography website SEO review](#) >>

My work is usually completed within 1 week from starting, and we then schedule the free consulting call at your convenience. SEO reviews are currently booked at least a few weeks in advance, so act now if you'd like to schedule yours

Get many other free resources in the ForegroundWeb Subscriber area.

[Subscribe to the free newsletter](#) (if you aren't already) and help spread the word:

[f Share](#)

[t Tweet](#)

[p Pin](#)

[in Share](#)

[Send to a friend](#)