

# ON-PAGE OPTIMISATION CHECKLIST

- Keyword in the heading (H1)
- Semantic/related keywords in 50% of the subheadings (H2s)
- Semantic/related keywords dotted in the content (max. 3 every 500 words)
- Keyword in meta title  
(and brand name for non-blog pages)
- Keyword in meta description  
(meta description max 155 characters)
- Alt text for all images (no keywords required)
- Relevant anchor text  
(no "click here" or "read more")
- Links to internal pages and external websites with high authority

## KEYWORDS

Use this space to note the target keyword(s) for this page

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