



On-page SEO template

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1. Choose a target keyword for your page

How this helps: Defining a clear target keyword ensures your content is aligned with user searches and increases the likelihood of ranking higher for relevant terms.

Pro tip: Use tools like Google Keyword Planner, Ahrefs, or SEMrush to identify high-volume, low-competition keywords. Analyze competitors for additional ideas.

2. Add the keyword to your page's URL

Example: yourwebsite.com/target-keyword or yourwebsite.com/target-keyword-guide.

How this helps: A clean and keyword-optimized URL improves search engines' understanding of your page and makes it more user-friendly.

Pro tip: Keep the URL concise and avoid unnecessary words or symbols to boost readability and shareability.

3. Use your keyword in the first 50–100 words

How this helps: Placing keywords early signals the relevance of your content to both users and search engines, setting the stage for strong engagement.

Pro tip: Start your content with a hook while naturally incorporating your keyword to draw readers in.

4. Include your keyword in the title tag

How this helps: The title tag grabs attention in search results and encourages clicks, giving you a higher chance of boosting organic traffic.

Pro tip: Combine your keyword with compelling language, such as “Free,” “Ultimate,” or “Guide,” to enhance your click-through rate (CTR).

5. Add your keyword to H1 and H2 subheaders

How this helps: Organized headers make your content easier to scan for both users and search engines, improving readability and SEO performance.

Pro tip: Use related terms in subheaders to expand the range of queries your content can rank for.

6. Optimize image filenames and alt text with keywords

Example: target-keyword-image.jpg.

How this helps: Optimized images improve your page's relevance for image searches and help visually impaired users access your content.

Pro tip: Compress your images to reduce page load times while maintaining quality. Tools like TinyPNG can be helpful.

7. Add internal links

Aim for at least 5 internal links per page.

How this helps: Internal links create a stronger site structure, help distribute link authority, and guide visitors to other valuable content.

Pro tip: Use contextual anchor text to make the links more relevant and natural.

8. Add external links to credible resources

How this helps: Linking to authoritative sources demonstrates expertise, builds trust, and provides additional value to your readers.

Pro tip: Avoid linking to direct competitors and ensure your links open in a new tab to keep users on your site.



9. Use synonyms and related terms

For example, if your main keyword is “running shoes,” include variations like “athletic footwear” or “jogging sneakers.”

How this helps: Synonyms make your content more natural and comprehensive, increasing its relevance for a wider range of queries.

Pro tip: Use tools like LSI Graph or Clearscope to identify semantic variations of your keyword.

10. Write an enticing meta description

How this helps: A well-crafted meta description attracts more clicks from search engine results, which can lead to higher engagement and rankings.

Pro tip: Include action-oriented language and benefits to entice users, and keep it within 155 characters.

11. Optimize your page for mobile devices

How this helps: With most searches happening on mobile devices, mobile optimization ensures your site delivers a great user experience on all screen sizes.

Pro tip: Use a responsive design and test your site with Google’s Mobile-Friendly Test tool to identify and fix issues.

12. Implement structured data

How this helps: Schema markup enhances your search results with rich snippets, making your page stand out and driving more clicks.

Pro tip: Use tools like Google’s Structured Data Markup Helper to implement schema easily.



13. Match search intent

How this helps: Aligning your content with what users are looking for increases engagement and helps your page rank for the right queries.

Pro tip: Research top-ranking pages for your keyword to understand their format (e.g., guides, lists, or product pages) and mirror their structure.

14. Reduce bounce rate

How this helps: Engaging content keeps users on your page longer, indicating to search engines that your page provides value.

Pro tip: Add multimedia like videos, images, or interactive elements to make your content more dynamic.

15. Craft a click-worthy title tag

For example: “The Ultimate Guide to [Keyword] in 2024.”

How this helps: A compelling title tag attracts clicks and boosts your organic CTR, improving your page’s performance in search results.

Pro tip: Use emotional or curiosity-driven language to make your title irresistible to potential visitors.

16. Improve page load speed

How this helps: Faster pages enhance user experience and reduce abandonment rates, positively impacting rankings.

Pro tip: Optimize your site using caching, compressing files, and leveraging a Content Delivery Network (CDN).



17. Use multimedia to enhance engagement

How this helps: Visual elements like videos and infographics capture attention and make complex topics easier to understand.

Pro tip: Include captions for videos to improve accessibility and boost SEO with transcripts.

18. Create long-form, value-driven content

How this helps: Comprehensive content signals authority and satisfies user intent, increasing the likelihood of ranking well.

Pro tip: Break up long sections with headings, lists, or visuals to make your content more digestible.

19. Monitor and update content regularly

How this helps: Keeping your content fresh ensures it remains competitive and relevant, maintaining or improving rankings over time.

Pro tip: Update outdated stats and examples, and analyze performance using Google Search Console to address underperforming pages.

20. Track results and optimize further

How this helps: Continuous monitoring allows you to refine your SEO strategy based on real data, improving results over time.

Pro tip: Use A/B testing to experiment with changes like headlines or calls-to-action to find the most effective approach.

