



Kafen8 Cheatsheet: On-Page SEO

10 things to do every time you create content for your website

CHOOSE A PRIMARY KEYWORD
Focus on this keyword plus a few related phrases.

GIVE TITLE AN H1 TAG
H1 tags designate the content's title to search engines.

PUT KEYWORD IN TITLE
Place it as close to the beginning of the title as possible. Titles should be 60 characters or less.

WRITE QUALITY CONTENT
Bare minimum length should be 300 words but ideally between 1,000 words and 2,500 words.

MAKE IT SCANNABLE
Use short paragraphs, bullet points, and subheads to make content easier to scan.

ADD H2 TAGS TO SUBHEADINGS
And don't forget to use your keyword in at least one subheading!

USE KEYWORD THROUGHOUT
Use keyword at least 3-4 times, and in the first and last paragraphs. Avoid keyword stuffing.

ADD IMAGES WITH ALT TEXT
Images should enrich your content. Add alt text that's descriptive but accurate. Don't stuff keywords in alt text either.

INTERNAL + EXTERNAL LINKS
Internal links go to other content on your site, external links should go to other sites with high authority and good content.

METADESCRIPTION AND URL
Use keyword in metadescription and URL. Remember to add a call to action in your metadescription that encourages action.