



# THE ULTIMATE ON-PAGE SEO CHECKLIST

- ✓ Create a catchy title.
- ✓ Write a clear URL containing target keywords.
- ✓ Make your meta description informative and succinct.
- ✓ Use your target keywords within the first 100-150 words. Use semantically related concepts throughout the rest.
- ✓ Structure your text by using H1 to H6 subheadings in a descending order.
- ✓ Spice up your content with videos, GIFs and pictures that can keep people interested.
- ✓ Find the optimal text length. Make the text easy to read and understand.
- ✓ Enrich your text with internal links to helpful related webpages on your site and around the web.
- ✓ Provide your reader with social sharing buttons.
- ✓ Make every piece of your content unique. Avoid duplications.
- ✓ Make sure Google's crawling bot can reach your article.
- ✓ Test how long it takes for your page to be ready. Even milliseconds matter sometimes.
- ✓ Make the page mobile-friendly, so your audience can read it everywhere.

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# INSTAGRAM GROWTH TIPS

DAILY STORIES  
(EVERY 3 HOURS  
FOR BEST RESULTS)

TURN ON POST  
NOTIFICATIONS ON  
BIGGER PAGES IN  
YOUR NICHE AND  
MAKE A GENUINE  
COMMENT AS SOON  
AS THEY POST!

RESPOND TO YOUR  
COMMENTS

GOOD HASHTAGS  
(SMALL AND BIG)

USE CALL TO  
ACTION AKA CTA IN  
YOUR CAPTIONS

DO SHOUT FOR  
SHOUT WITH  
SIMILAR PAGES TO  
YOURS

RELEVANT  
HASHTAGS TO  
YOUR POST



USE ENGAGEMENT  
GROUPS

READ YOUR  
INSIGHTS AND  
POST MORE OF  
WHAT WORKS AND  
KILL WHAT  
DOESN'T!

SET UP YOUR  
STORY HIGHLIGHTS

ANSWER EVERY DM

DAILY POSTS 1-4  
POSTS A DAY

VIRAL CONTENT  
(THEY SHOULD BE EITHER)

CREATE A GOOD BIO  
THAT EXPLAINS  
WHAT YOUR PAGE  
IS ALL ABOUT

1. HIGH VALUE
2. TRIGGERS EMOTIONS
3. RELATABLE

POST WHEN YOUR  
FOLLOWERS ARE  
MOST ACTIVE(READ  
THE ANALYTICS)