



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)