

On page SEO Structure Checklist

- Page Title Optimization
- Meta Description Optimization
- URL Friendly
- Featured image with alt text
- Use H1 on Focus Keyword
- Focus keyword in 1st paragraph
- Table of Content (สารบัญ)
- Long form content 1000 words
- Optimize image file name
- Optimize the Image file size
- Set Image with alt text
- Use Subheadings H2-H3
- Use H2 on Focus Keyword
- Use Related Keyword Subheadings
- Use Unimportant topic on H4-H6
- Internal Link to Relevant Inner Pages
- External Link to relevant, authoritative websites
- Format and Style the Content Properly
- Make it easy to read
- Add Video, Sound, Google Map
- Focus Keyword density 1% - 1.5%

- Use semantically related keywords on content
- Strike for the Featured Snippet
- Write for People, not for Search Engines
- Check content matches the search intent of the target keyword
- User Experience Signals
- Always create Call to Action
- Use h2 on summary content title
- Check for Social Markup
- Don't over-optimize