



On-Page SEO Guide — Full Compact Version (≈4 pages)

Audience: content creators, site owners, and in-house SEOs who want a practical, repeatable on-page process that improves relevance, CTR, and indexability.

Quick TL;DR checklist (copy this into the front of your doc)

- Keyword: single primary keyword + 2–3 supporting phrases
- Title tag: 50–60 characters, primary keyword early
- Meta description: 110–155 characters, benefit + CTA
- H1: unique, includes primary keyword once
- URL: short, hyphenated, contains primary keyword (no stopwords)
- Canonical: set to the preferred URL (self-referencing)
- Schema: Article or FAQ as applicable (JSON-LD)
- Images: compressed, descriptive filename, alt text includes keyword naturally
- Internal links: 3–5 relevant internal links; add 1 contextual inbound from an authoritative page
- Mobile & CWV: pass Core Web Vitals; lazy load offscreen images safely
- Publish flow: pre-launch checklist → publish → index request → monitor for 2–4 weeks

1) One-line goal (what on-page must achieve)

Make the page the best, most focused answer for one clear query (primary keyword), while signaling authority and usability to users and search engines.

1.1 Primary elements to get right

- Title tag, meta description, H1, URL, canonical, structured data, content body, images, internal links, performance.

2) Title tag & Meta description — templates and examples

- Title template: Primary Keyword — Benefit | Brand
Example: Image SEO Best Practices — Faster Load & Higher Rankings | Chris Daniel

- Meta template: Short benefit + keyword mention + CTA (110–155 chars)
Example: Learn practical image SEO tactics (filenames, alt, formats) to boost speed & visibility. Download checklist inside.
- Best practices:
 - Put primary keyword near the front of the title when possible.
 - Avoid duplicate titles across site.
 - Keep meta descriptions persuasive — they don't directly rank but affect CTR.

3) URL, canonical, hreflang

- URL: lowercase, hyphen-separated, < 5 words, include primary keyword.
Example: /resources/image-seo-guide/
- Canonical: Add a self-referencing rel="canonical" to avoid duplicate signals.
- hreflang: Use when you have translated pages; canonical + hreflang must be consistent.

4) Headings & content structure

- H1: unique, tuned for intent (one per page).
- H2/H3: use to build logical sections (problem, solution, examples, checklist).
- Example structure for a guide:
 - H1: Image SEO Best Practices
 - H2: Why image SEO matters
 - H2: File format & sizing
 - H3: WebP vs JPEG
 - H3: Compression tips
 - H2: Alt text & filenames
 - H2: Structured data & social cards
 - H2: Checklist
- Use short paragraphs, bullets, numbered lists, and callouts for action items.

5) Content quality & topical coverage

- Aim for comprehensiveness, not length for its own sake. Cover:
 - User intent (what the searcher wants)
 - Related terms (LSI / semantic phrases)
 - Practical examples and steps
- Use subheadings that match long-tail related queries (helps with featured snippets).
- Add internal links to cornerstone pages and related articles.

6) Internal linking & siloing

- For each new page:
 - Add 2–4 internal links from relevant, higher-authority pages on your site.
 - Link from a topical hub/cornerstone page if you have one.

- Use natural anchor text (branded/generic + partial keyword — follow anchor ratios).
- Maintain a simple topical silo: hub page → cluster pages → related resources.

7) Images & media (brief, actionable)

- Filenames: descriptive, hyphenated, include keyword where natural.
Example: image-seo-compression-example.jpg
- Alt text: short descriptive phrase; include keyword when relevant but don't stuff.
Example: alt="image SEO compression example"
- Size & format:
 - Use modern formats (WebP, AVIF) where supported; fallback to optimized JPEG/PNG.
 - Compress images (tool examples: Squoosh, ImageOptim) to an acceptable quality/size tradeoff.
- Lazy load: use native loading="lazy" for below-the-fold images, but ensure LCP image not lazy loaded.
- Add width & height attributes (or aspect-ratio CSS) to prevent layout shifts.

8) Structured data (JSON-LD examples)

- Add a minimal Article schema for guides:

json

Copy

```
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Image SEO Best Practices",
  "description": "Practical image SEO tactics for faster load times and improved visibility.",
  "author": {
    "@type": "Person",
    "name": "Chris Daniel"
  },
  "publisher": {
    "@type": "Organization",
    "name": "Chris Daniel",
    "logo": {
      "@type": "ImageObject",
      "url": "https://www.chrisdaniel.com/logo.png"
    }
  },
  "mainEntityOfPage":
    "https://www.chrisdaniel.com/resources/image-seo-guide.pdf"
```

```
}
```

- FAQ schema (only add if FAQs on the page and answers visible to users):

json

Copy

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What size should images be for web?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Compress images while keeping quality; aim for under
200 KB for most images. Use WebP where possible."
    }
  }]
}
```

Notes: Keep JSON-LD truthful and only include content actually present on the page.

9) Technical on-page checks (quick)

- Robots meta: remove noindex/nofollow unless intentional.
- Canonical present and correct.
- Sitemap XML includes the URL (lastmod relevant).
- Server: ensure correct cache headers & compression (gzip/brotli).
- CWV: LCP < 2.5s, FID / INP low, CLS < 0.1 — prioritize LCP improvements (optimize hero image, server, render path).
- Mobile: test on mobile (Google Mobile-Friendly) and fix tap target spacing.

10) On-page SEO publishing workflow (repeatable)

1. Keyword & intent check: choose primary + 2 supporting phrases.
2. Draft content with headings matching search intent.
3. Title & meta: craft title (50–60 chars), meta (110–155 chars).
4. Images: optimize filenames, alt text, sizes, and include dimension attributes.
5. Schema: add Article and FAQ if applicable.
6. Internal links: add 2–4 links from existing pages.
7. Technical: set canonical, mobile checks, robots tag, sitemap.
8. Pre-publish QA: test on staging (Lighthouse, mobile, broken links).
9. Publish → Request indexing (Search Console) → Monitor impressions & ranking.

10. Iterate: after 2–4 weeks, improve content or add links based on performance.

11) Priority audit actions (if you only have time for 5 things)

1. Fix title + meta to match intent (improves CTR immediately).
2. Ensure H1 + H2s reflect target and cover related queries.
3. Optimize hero image (reduce size & add width/height).
4. Add canonical & submit sitemap / request indexing.
5. Add 1–2 contextual internal links from high-authority pages on your site.

12) Mini examples & templates

- Title examples:
 - Best: Primary keyword — Benefit | Brand
 - Bad: “Untitled — Page 3”
- Meta example:
 - “Step-by-step image SEO tactics to speed up your site and rank higher. Includes checklist & examples.”
- H1 vs Title:
 - Title (for SERP/CRO): Image SEO Best Practices — Speed & Visibility | Chris Daniel
 - H1 (on page): Image SEO Best Practices

13) Monitoring & iteration

- Tools: Google Search Console, Lighthouse, PageSpeed Insights, Ahrefs/SEMrush (optional), Screaming Frog / Sitebulb for crawling.
 - Metrics: impressions, clicks, CTR, average position, organic sessions, bounce rate/time on page, LCP/CLS.
 - Iterate: test 1 change at a time (title, meta, add section, add internal link) and monitor 2–8 weeks for signal.
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CHRIS DANIEL

PROVING MY WORTH
BY INCREASING YOURS



With a Network administration background, this former Insurance Claims Adjuster has a knack for investigations mixed with a touch of dark and self-deprecating humor. Chris shares insights on social media strategies, insurance claims, investing and others. He blends technical know-how with real-world experience. Learn more about him & his projects at [About page](#).



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Get the [Image SEO Guide](#) — file naming, alt text templates, formats & compression best practices (PDF).