On-page SEO cheat sheet

You want people to find your webpages, right? Taking care of on-page search engine optimisation (SEO) is not only going to drive more organic traffic to your webpages; it also makes our website more accessible and CO_2 efficient.

We know SEO can feel overwhelming. This cheat sheet gives you an overview of all the elements you need to pay attention to when you create a webpage.

Metadata	• **All pages** should have a meta description. Watch the SEO video if you need a refresher on where to add metadata. • **Write and add effective meta descriptions**. Here's how!
Images	• **Make sure images are the right size**. No more than 300kbs for normal images, and no more than 500kbs for header images. • You can **compress your images** here before uploading them to Typo3. • **Name them appropriately.** Search engines look at file names too. The right title could bring organic traffic to your page. • **Don't forget the ALT text.** The easiest way is to add it when uploading the image. Here are some tips on how to write effective ALT texts.

Text	• A web page should be at least 300 words long. There are some exceptions, such as the "Contact us" pages.
	• People tend to have a short attention span when reading texts online. Make sure you always focus on writing copy that serves the specific purpose of your web page – stick to the point with short, relevant sentences.
	• Always use tagged headers and use them appropriately:
	  ○ **H1** = Page title, benefits the ranking of the page, communicates what the page is about.
	  ○ **H2** = Is used as for the headers of the sections to break up content
	  ○ **H3** = Headers of subcategories to further break up the content, making it easily scannable
	• Make sure the text is checked by our editors before you publish it.

Links and buttons	• Linking to other **relevant** pages on the site is important, but don't overdo it. It can prevent users from reaching the goal of the page or their own journey on the RSM website.
	• Always link using the page ID.
	• Keep the following rules in mind when working with buttons:
	  ○ The main action you want users to take should have the primary button
	  ○ Any action that is less important could have the secondary button
	  ○ Extra information about the topic that isn't important enough for a button, should be added as an in-text hyperlink.
	  ○ **Mind the call to action (CTA)**. You can find some tips on how to write and effective CTA here.

Hyperlinks	The best rules to keep in mind here are: • if it is an internal link (within rsm.nl), use the option to open in the same window • if it is a link to an external website, always use the option to open in a new window. • Use descriptive link text. Try to write link text that clearly indicates what type of content users will get if they follow the hyperlink.