.html

The Ultimate On-Page SEO Checklist

Use this step-by-step guide for every new and existing piece of content to ensure maximum visibility in search engines.

Part 1: Core On-Page Elements

- **Title Tag:**
  - [ ] Is the title under 60 characters?
  - [ ] Does it include the primary keyword near the beginning?
  - [ ] Is the title compelling and written for humans (not just bots)?
  - [ ] Is the title unique for this page?
- **Meta Description:**
  - [ ] Is the meta description under 160 characters?
  - [ ] Does it accurately summarize the page content?
  - [ ] Does it include the primary keyword naturally?
  - [ ] Does it contain a call-to-action (e.g., "Learn more," "Discover how")?
- **URL:**
  - [ ] Is the URL short, descriptive, and easy to read?
  - [ ] Does it contain the primary keyword?
  - [ ] Are words separated by hyphens (-), not underscores (_)?
- **Technical:**
  - [ ] Is the correct canonical URL specified to avoid duplicate content?
  - [ ] Is relevant Schema markup (e.g., Article, FAQ, Product) implemented?

Part 2: Content Structure & Readability

- **Heading Structure:**
  - [ ] Is there only ONE <h1> tag on the page (usually the article title)?
  - [ ] Are <h2> and <h3> tags used to create a logical hierarchy?
  - [ ] Do headings accurately describe the content that follows?
  - [ ] Are secondary keywords used in headings where it feels natural?
- **Content Body:**
  - [ ] Is the primary keyword mentioned within the first 100 words?
  - [ ] Is the content valuable, well-researched, and easy to understand?
  - [ ] Are paragraphs short (3-5 sentences)?
  - [ ] Is the content scannable (using bullet points, numbered lists, and bold text)?

Part 3: Images & Media Optimization

- **Image Alt Text:**

.html

- ○ [ ] Does every meaningful image have descriptive, unique `image alt text`?
  - ○ [ ] Does the alt text describe the image for visually impaired users?
  - ○ [ ] Is the primary keyword included in the alt text of at least one image if relevant?
- **File Names & Performance:**
  - ○ [ ] Are image file names descriptive (e.g., `on-page-seo-checklist.jpg`)?
  - ○ [ ] Are images compressed to ensure fast loading times?
  - ○ [ ] Is lazy loading implemented for images below the fold?

Part 4: Internal Linking & Site Architecture

- **Internal Links:**
  - ○ [ ] Are there 2-5 links to other relevant, authoritative pages on your website?
  - ○ [ ] Does the anchor text of the links accurately describe the destination page?
  - ○ [ ] Do links provide genuine value to the reader?
- **External Links:**
  - ○ [ ] Are there 1-2 links to external, high-authority, non-competing websites?
  - ○ [ ] Do external links open in a new tab (`target="_blank"`)?

Part 5: Final Review & Technical Checks

- **User Experience:**
  - ○ [ ] Is the page mobile-friendly and responsive?
  - ○ [ ] Does the page load in under 3 seconds?
  - ○ [ ] Is there a clear call-to-action (CTA) on the page?
- **Indexing:**
  - ○ [ ] Has the page been submitted to Google Search Console for indexing?
  - ○ [ ] Have you checked for any crawl errors related to this page?