

# The Ultimate On-Page SEO Action Plan

This practical checklist is designed for website owners and content creators who want to ensure every page is perfectly optimized for search engines before publishing. It eliminates the guesswork and helps prevent costly technical mistakes that hinder rankings. Use this list before you launch any new page or when auditing existing content to secure maximum visibility.

## Phase 1: Foundation and Research

- Identify one primary keyword based on search volume and user intent.
- Select 3 to 5 secondary or LSI keywords to support the main topic.
- Analyze the top 3 competitors to understand the required content depth.
- Ensure the URL is short, readable, and includes the primary keyword.
- Verify that the page satisfies the specific search intent (informational, transactional, or navigational).

## Phase 2: Content and Structure

- Write a unique Title Tag under 60 characters that includes the main keyword.
- Draft a compelling Meta Description under 160 characters with a clear call to action.
- Confirm the page has only one H1 tag containing the primary keyword.
- Structure the body text using H2 and H3 subheaders to create a logical hierarchy.
- Include the primary keyword naturally within the first 100 words of the text.
- Break up long paragraphs into short chunks of 3 to 4 lines for better readability.

## Phase 3: Technical and Visuals

- Compress all images to WebP format to reduce file size without losing quality.
- Add descriptive Alt Text to every image, including relevant keywords where appropriate.
- Test the page load speed using Google PageSpeed Insights and aim for under 3 seconds.
- Check the page on a mobile device to ensure buttons and text are easily usable.
- Implement Schema Markup (JSON-LD) relevant to the content type (Article, Product, FAQ).
- Verify that the page is served over a secure HTTPS connection.

## Phase 4: Linking and Final Review

- Add at least 3 internal links pointing to other relevant pages on your site.
- Include 1 or 2 external links to authoritative sources to boost credibility.
- Fix any broken links using a tool or manual check before publishing.
- Preview the page to ensure there are no formatting errors or layout shifts.
- Submit the new URL to Google Search Console for faster indexing.
- Schedule a review of the page content in 6 months to keep it fresh and accurate.