On-Page SEO Checklist

An on-page SEO checklist for optimizing a single page's titles, headings, keywords, links, images, and content.

Keyword and Intent Foundation

- [ ] Assign one primary keyword and a short list of supporting terms to the page.
- [ ] Identify the search intent behind the query and confirm the page format matches it.
  Check whether the top results are guides, lists, product pages, or comparisons before choosing your format.
- [ ] Review the current top-ranking pages to map the subtopics readers expect.
- [ ] Define the single most important takeaway the page must deliver.
- [ ] List related questions to answer so the page fully satisfies the query.

Title Tag and Meta Description

- [ ] Write a title tag under sixty characters that leads with the primary keyword.
- [ ] Make the title specific and compelling so it stands out in the results list.
- [ ] Avoid duplicate titles across pages that target the same or similar terms.
- [ ] Write a meta description of roughly 140 to 155 characters including the keyword.
- [ ] Add a clear benefit and a reason to click within the description.
- [ ] Keep brand mentions minimal so the keyword and value lead the snippet.

Headings and Structure

- [ ] Use exactly one H1 that states the page's main topic and includes the keyword.
- [ ] Organize content under descriptive H2 and H3 subheadings in a logical order.
- [ ] Place at least one supporting keyword or variation in a subheading.
- [ ] Front-load the most important answer near the top for snippet eligibility.
  A concise definition or direct answer in the opening can win a featured snippet.
- [ ] Use short paragraphs, lists, and tables to make the page easy to scan.

Content Quality and Keyword Placement

- [ ] Include the primary keyword within the first hundred words naturally.
- [ ] Cover the subtopics and questions readers expect for full topical depth.
- [ ] Write in clear, active language at a reading level your audience prefers.
- [ ] Add original insight, data, or examples that competing pages lack.
- [ ] Use synonyms and related terms instead of repeating the exact keyword.
- [ ] Refresh facts, statistics, and dates so the content stays current.
- [ ] Place a clear call to action that guides the reader to a next step.

URL and Internal Linking

- [ ] Set a short, readable URL slug that contains the primary keyword.
- [ ] Remove stop words, dates, and parameters from the slug where practical.
- [ ] Link to relevant supporting pages using descriptive anchor text.
- [ ] Add a link from a high-authority related page to pass relevance to this one.

- [ ] Avoid generic anchors like 'click here' that tell engines nothing about the target.

Images and Media

- [ ] Add descriptive alt text to every image that conveys meaning.
- [ ] Compress images and serve them in modern formats to protect load speed.
- [ ] Use descriptive, keyword-aware file names instead of generic camera output.
- [ ] Set explicit width and height so images do not cause layout shift.
- [ ] Include a relevant image or diagram near the top to support the main point.

Page-Level Schema and Final Checks

- [ ] Add structured data that matches the page type, such as article, product, or FAQ.
- [ ] Validate the schema and confirm it reflects only visible on-page content.
- [ ] Preview the search snippet to check how the title and description display.
- [ ] Proofread the page for spelling, grammar, and broken links before publishing.
  A final read-through catches awkward keyword insertions that hurt readability.
- [ ] Confirm the page loads quickly and renders cleanly on mobile.