On-Page SEO Checklist Template

This step-by-step checklist covers everything from keyword research to mobile optimization, ensuring your page meets the latest SEO best practices and Google's ranking factors.

Use this template to ensure your content is fully optimized, search-friendly, and primed for higher rankings.

1. Keyword Research

- ☐ **Primary Keyword:** Ensure the primary keyword is relevant and has a balance of search volume and competition.
- ☐ **Long-Tail Keywords:** Identify and include related long-tail keywords.
- ☐ **LSI (Latent Semantic Indexing) Keywords:** Incorporate semantically related keywords to enhance topical relevance.
- ☐ **Search Intent Match:** Ensure the content meets the user's search intent for the target keyword.

2. Title Tag (Meta Title)

- ☐ **Primary Keyword in Title:** Place the primary keyword at the beginning or close to the start of the title.
- ☐ **Character Length:** Keep the title tag between 50-60 characters.
- ☐ **Compelling & Optimised:** Ensure the title tag is compelling to encourage clicks (use power words, questions, or numbers).
- ☐ **Unique Title:** Avoid duplicating title tags across pages.

3. Meta Description

- ☐ **Primary Keyword in Meta Description:** Include the primary keyword naturally.
- ☐ **Character Length:** Keep the meta description between 150-160 characters.
- ☐ **Action-Oriented:** Use actionable words and a clear call-to-action (CTA).
- ☐ **Unique Meta Descriptions:** Ensure every page has a unique meta description.

4. URL Structure

- ☐ **Keyword in URL:** Include the primary keyword in the URL.
- ☐ **Readable and Short:** Keep the URL short, descriptive, and user-friendly (under 60 characters).
- ☐ **Use Hyphens (-):** Separate words with hyphens for better readability.
- ☐ **Avoid Dynamic Parameters:** Minimise the use of dynamic URLs (*e.g., /page?id=123*).

5. Headings (H1, H2, H3, etc.)

- ☐ **Primary Keyword in H1:** Include the primary keyword in the H1 tag.
- ☐ **Clear and Structured:** Use heading tags (H1-H6) to structure the content clearly.
- ☐ **Use H2s and H3s for Subtopics:** Break down sections with H2 and H3 tags and incorporate secondary keywords.
- ☐ **Unique H1 per Page:** Each page should have a unique H1 tag relevant to its content.

6. Content Optimization

- ☐ **Primary Keyword in First 100 Words:** Include the primary keyword within the content's first 100-150 words.
- ☐ **High-Quality, In-Depth Content:** Ensure content is valuable, well-researched, and offers more depth than competitors.
- ☐ **Keyword Placement:** Naturally incorporate the primary and secondary keywords throughout the content without overstuffing.
- ☐ **Content-Length:** Aim for comprehensive content, typically over 1,500 words (depending on the niche and competition).
- ☐ **Internal Linking:** Link to relevant internal pages to help distribute link equity and improve navigation.
- ☐ **External Linking:** Include authoritative external links to support your content.
- ☐ **Multimedia (Images/Videos):** Use images, videos, and infographics to enhance content engagement.
- ☐ **Content Freshness:** Update and refresh content regularly to keep it relevant.

7. Image Optimization

- ☐ **File Names:** Name image files descriptively using keywords (e.g., "on-page-seo-guide.jpg").
- ☐ **Alt Text:** Include descriptive alt text with the primary keyword for each image.
- ☐ **Image Compression:** Compress images to reduce file size for faster load times without losing quality.
- ☐ **Responsive Images:** Ensure images are responsive and adjust according to screen size.

8. Internal Linking

- ☐ **Anchor Text Optimization:** Use descriptive, keyword-rich anchor text for internal links.
- ☐ **Link to Related Content:** Link to relevant articles, product pages, or resources within your website.
- ☐ **No Broken Links:** Check and fix any broken internal links.

9. External Linking

- ☐ **Link to Authoritative Sites:** Include links to credible, authoritative external sites for reference or additional information.
- ☐ **Open in New Tab:** Ensure external links open in a new tab to reduce the bounce rate.

10. Mobile Friendliness

- ☐ **Responsive Design:** Ensure the website is fully responsive on mobile devices.
- ☐ **Tap Targets:** Make sure buttons and links are easily clickable on mobile.
- ☐ **Font Size:** Ensure text is readable on small screens without requiring zoom.
- ☐ **Mobile Navigation:** Optimize mobile navigation (hamburger menus, easy scrolling, etc.).

11. Page Speed Optimization

- ☐ **Core Web Vitals:** Optimise for Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS).
- ☐ **Minify CSS, HTML, and JavaScript:** Minify and compress these files to reduce page load times.
- ☐ **Lazy Load Images:** Implement lazy loading for images and videos to improve page speed.
- ☐ **Browser Caching:** Use browser caching to reduce load times for returning visitors.
- ☐ **Fast Hosting Provider:** Ensure you use a fast, reliable hosting service.

12. Schema Markup (Structured Data)

- ☐ **Relevant Schema Type:** Add structured data relevant to the page (e.g., product, recipe, review, article).
- ☐ **Validate with Google's Tool:** Test your schema using Google's Structured Data Testing Tool.

Discover the secrets of schema markup - the structured data code that helps search engines understand your content better.

13. User Experience (UX) Optimization

- ☐ **Clear Navigation:** Ensure the website navigation is simple and intuitive.
- ☐ **Engaging CTAs:** Use solid and relevant call-to-actions throughout the page.
- ☐ **Dwell Time and Bounce Rate:** Optimise content to increase dwell time and reduce bounce rates.
- ☐ **User-Friendly Design:** Ensure the overall design is visually appealing and easy to use.

14. Meta Tags & Open Graph Data

☐ **Meta Tags:** Ensure each page has unique meta tags that describe its content accurately.
☐ **Open Graph Tags (OG Tags):** Use OG tags for better visibility on social media platforms.

15. Content Readability

☐ **Short Sentences:** Break down information into easily digestible, concise sentences.
☐ **Paragraphs and Bullet Points:** Use short paragraphs and bullet points for better readability.
☐ **Flesch Reading Score:** Aim for a Flesch reading score that makes the content easy to read (typically aim for 60-70).

16. Security (HTTPS)

☐ **SSL Certificate:** Ensure the website uses HTTPS to provide a secure connection.
☐ **Secure Forms:** Make sure all forms on the site are secure.

17. Canonical Tags

☐ **Avoid Duplicate Content:** Use canonical tags to prevent issues with duplicate content.
☐ **Canonical URLs:** Ensure that every page has a proper canonical URL tag.

18. Social Sharing Buttons

☐ **Add Sharing Options:** Include social sharing buttons to encourage content sharing on platforms like Facebook, Twitter, and LinkedIn.

Review and Audit Checklist

☐ **SEO Audit:** Regularly audit the page with tools like Google Search Console, Ahrefs, or SEMrush.
☐ **SERP Snippet Preview:** Use tools to preview how your title, URL, and meta description will appear in search results.
☐ **Fix 404 Errors:** Identify and fix any 404 errors on the page.
☐ **Monitor Rankings:** Track keyword rankings and page performance in Google Analytics or another SEO tool.

For in-depth strategies and expert insights, **visit our website** or explore our **complete guide on On-Page SEO** to boost your rankings today!