



# On-Page SEO Checklist

This checklist is designed to help ensure that each page on your website is optimized for search engines. Adhering to these guidelines will improve the visibility and ranking of your website on search engine results pages. Simply run through the items below as you create or update your webpage.

[Page Title] \_\_\_\_\_ [Page URL] \_\_\_\_\_ [Date] \_\_\_\_\_

## 1. Keyword Research:

- Primary keyword identified
- Secondary/Tertiary keywords identified

## 2. Title Tag:

- Unique and descriptive
- Includes primary keyword
- Under 60 characters

## 3. Meta Description:

- Engaging and relevant
- Includes primary keyword
- Under 160 characters

## 4. Headers (H1, H2, H3, etc.):

- H1 tag includes primary keyword
- Subsequent headers are used appropriately and include secondary/tertiary keywords where relevant

## 5. Content:

- High-quality, original, and relevant to the topic
- Primary keyword appears naturally throughout
- Secondary/Tertiary keywords are used naturally

## 6. Images and Alt Text:

- Images are high-quality and relevant

- Alt text is descriptive and includes keywords where appropriate

## 7. Internal Links:

- Links to relevant pages within your website
- Anchor text is descriptive

## 8. External Links:

- Links to reputable and relevant external sources
- Anchor text is descriptive

## 9. URL Structure:

- URL is descriptive and includes primary keyword
- URL is concise and easy to read

## 10. Mobile Optimization:

- Page is mobile-friendly
- Loading speed optimized for mobile

## 11. Social Sharing:

- Social sharing buttons are easily accessible
- Meta tags for social sharing are set up correctly

## 12. Schema Markup:

- Relevant schema markup implemented

Notes:

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