

On-Page SEO Check list

Extended checklist to verify on-page SEO elements:

- ☐ Every page has a unique title.
- ☐ The primary keyword appears naturally in title.
- ☐ The keyword appears near the beginning when possible.
- ☐ The title clearly describes the page.
- ☐ The title is approximately 50–60 characters.
- ☐ The title encourages clicks.
- ☐ The brand name is included where appropriate.
- ☐ Every page has a unique meta description.
- ☐ The primary keyword appears naturally in meta description.
- ☐ The description accurately summarizes the page.
- ☐ The description is written for users, not search engines.
- ☐ URL is Short and descriptive.
- ☐ URL Uses lowercase letters.
- ☐ URL Uses hyphens (-) instead of underscores.
- ☐ URL Avoids dates, IDs, or unnecessary words.
- ☐ The primary keyword appears naturally in URL if possible.
- ☐ URL Doesn't change after publishing.
- ☐ One H1 only per page.
- ☐ H1 matches the page topic.
- ☐ H2 headings divide major sections.

- ☐ H3 headings support H2 sections.
- ☐ Headings follow a logical hierarchy.
- ☐ Keywords appear naturally in headings.
- ☐ Content is original and reviewed by a human.
- ☐ Content that satisfies search intent.
- ☐ Content Covers the topic completely.
- ☐ Primary keyword appears naturally in content.
- ☐ Related keywords are included.
- ☐ Short paragraphs.
- ☐ Bullet lists where appropriate.
- ☐ Easy-to-read language.
- ☐ No duplicate content.
- ☐ Includes a strong CTA.
- ☐ High-quality images.
- ☐ Compressed images for web.
- ☐ Descriptive image filenames.
- ☐ Correct image dimensions.
- ☐ Featured image included.
- ☐ Images support the content.
- ☐ Every image has Alt Text.
- ☐ Alt Text describes the image.
- ☐ The primary keyword appears naturally in Alt text, even for once.
- ☐ Decorative images use empty Alt Text if appropriate.
- ☐ No broken internal links.
- ☐ No broken external links.
- ☐ External links relevant to the content.

- ☐ Links to authoritative websites.
- ☐ Page appear in site map.
- ☐ Links to relevant pages.
- ☐ Correct schema type.
- ☐ Schema matches page content.
- ☐ Included in XML Sitemap.
- ☐ Rich Results tested.
- ☐ HTTPS enabled.
- ☐ Not blocked by robots.txt.
- ☐ No duplicate URLs.
- ☐ Fast loading speed.
- ☐ Mobile friendly.
- ☐ Contact information is easy to find.
- ☐ The page targets one clear primary topic.
- ☐ The primary keyword is relevant to the page's purpose.
- ☐ The page does not compete with another page targeting the same keyword.
- ☐ Claims and statistics are accurate and supported by reliable sources.
- ☐ The introduction answers the visitor's main question quickly.
- ☐ Important information is easy to locate.
- ☐ Spelling and grammar have been reviewed.
- ☐ AI-assisted content has been fact-checked, edited, and improved by a human.
- ☐ The meta description includes the page's main benefit or value.
- ☐ The meta description includes a relevant call to action where appropriate.
- ☐ The meta description is not copied from another page.
- ☐ The meta description avoids quotation marks.
- ☐ The page does not redirect unnecessarily.

- ☐ Headings accurately describe the content beneath them.
- ☐ Long pages include clear sections or a table of contents when useful.
- ☐ The H1 is visible to users and not hidden through styling.
- ☐ The page receives internal links from other relevant pages.
- ☐ Anchor text avoids vague phrases such as “click here.”
- ☐ Important internal links use crawlable HTML links.
- ☐ The number of internal links is useful and not excessive.
- ☐ Breadcrumb navigation is included where appropriate.
- ☐ External links support claims or provide useful additional information.
- ☐ External links do not distract users from the page’s main goal.
- ☐ Links open in a new tab only when it improves the user experience
- ☐ Images use modern formats such as WebP or AVIF when appropriate
- ☐ Lazy loading is enabled for below-the-fold images.
- ☐ The main above-the-fold image is not unnecessarily lazy-loaded.
- ☐ Images are placed near relevant text.
- ☐ The same image uses a consistent URL across the website where appropriate
- ☐ Alt Text does not repeat unnecessary words such as “image of.”
- ☐ Important information is easy to locate.
- ☐ Spelling and grammar have been reviewed.