

On-Page SEO Checklist

Page Basics

- ✓ Unique and descriptive page title (<title> tag)
- ✓ Compelling meta description (<meta> tag)
- ✓ Clean, SEO-friendly URL structure
- ✓ Use of only one <h1> tag per page
- ✓ Relevant subheadings using <h2> and <h3> tags

Content Optimization

- ✓ Primary keyword naturally included in first 100 words
- ✓ Target keyword density is optimal (not stuffed)
- ✓ Related keywords and synonyms used
- ✓ Content is unique and valuable
- ✓ Clear, concise, and easy to read structure

Image Optimization

- ✓ Descriptive file names for images
- ✓ Alt attributes provided for all images
- ✓ Images are compressed for fast loading
- ✓ Images relevant to content

Internal & External Links

- ✓ Internal links to related pages with descriptive anchor text
- ✓ At least one external link to an authoritative source (if applicable)
- ✓ No broken internal or external links

User Experience

- ✓ Mobile-friendly and responsive design
- ✓ Page loads quickly (optimized performance)
- ✓ Clear navigation and accessible structure
- ✓ Easy-to-read font size and spacing

Technical SEO

- ✓ Canonical tag specified (if necessary)
- ✓ Noindex and nofollow tags used appropriately
- ✓ Schema markup implemented (if needed)
- ✓ XML sitemap and robots.txt properly set