ON-PAGE SEO CHECKLIST TEMPLATE

yellowHEAD

1 Define Keyword Strategy & Intent

- Identify 1 primary + 2–4 related secondary keywords
- Analyze real queries in Google Search Console
- Map keywords to search intent: informational, transactional, navigational
- Prioritize relevance over volume
- Validate keywords with tools like Ahrefs, Moz, Ubersuggest

2 Optimize Title Tag

- Place primary keyword near the beginning
- Keep under 60 characters
- Use power words, numbers, or modifiers
- Avoid duplicate titles or starting with brand name
- Align tone with user search intent

3 Write a Compelling Meta Description

- Limit to 155–160 characters
- Include main keyword once
- Expand on title with unique value
- Avoid repetition or robotic phrasing

4 Structure Headers (H1–H6)

- Use one H1 per page for the main topic
- Organize major sections with H2, subsections with H3+
- Add keywords naturally in headers
- Maintain a clean, logical hierarchy
- Format for scannability and semantic clarity

5 Build High-Quality, Structured Content

- Use primary keyword in the first 100 words
- Go deep on the topic—solve the main query thoroughly
- Add FAQs, examples, visuals, and schema
- Avoid fluff; every section must provide value
- Incorporate unique insights or “information gain”

6 Demonstrate E-E-A-T (Experience, Expertise, Authoritativeness, Trust)

- Add author bylines and bios
- Link to reliable external sources
- Display update dates and trust signals (e.g. reviews)
- Regularly update core content
- Avoid generic or unoriginal content

7 Link Internally & Externally

- Add 2–5 internal links to relevant pages
- Use contextual anchor text (not “click here”)
- Link sparingly to authoritative sources (.gov, .edu, top publishers)
- Avoid broken links and excessive linking
- Maintain a crawlable, intuitive site structure

8 Optimize Images

- Use descriptive, keyword-relevant filenames
- Add informative alt text (under 125 characters)
- Compress images to reduce load time
- Use WebP or AVIF formats for speed
- Favor original visuals over stock content

9 Improve URL Structure

- Keep URLs short and human-readable
- Include target keyword
- Use hyphens (not underscores or numbers)
- Avoid dynamic parameters or long strings
- Maintain consistency across site sections

10 Implement Structured Data

- Add schema types: Article, How-To, Review, Video
- Use FAQ schema where applicable
- Validate with Google’s Rich Results Test or Schema.org
- Combine schema types when relevant
- Optimize for rich results, AI overviews, and visual SERP features

11 Prioritize Mobile Experience & Page Speed

- Use responsive design and mobile-first layout
- Avoid intrusive interstitials on mobile
- Optimize font sizes and tap spacing
- Load pages in under 2.5 seconds
- Use tools like Lighthouse and Web.dev for audits

12 Ensure Proper Indexing & Crawling

- Submit updated pages via Google Search Console
- Keep sitemap.xml accessible and clean
- Block unnecessary pages via robots.txt
- Use the “Inspect URL” tool to test crawlability
- Resolve crawl errors promptly