

On-Page SEO Checklist

The checklist used to audit titles, headings, internal linking, and content structure before a page ships.

TITLES & META

- Primary keyword appears naturally in the title tag, near the front
- Title is unique across the site and under ~60 characters
- Meta description is written to earn the click, not just describe the page
- No duplicate or auto-generated meta descriptions

HEADINGS & STRUCTURE

- Exactly one H1 per page, matching search intent
- H2/H3 hierarchy reflects a logical outline, not just styling
- Headings contain relevant terms without being stuffed

CONTENT

- Content fully answers the query — no thin or duplicate sections
- Search intent (informational, transactional, navigational) is matched
- Content is skimmable: short paragraphs, lists, clear structure
- Facts, stats, and claims are current and sourced

INTERNAL LINKING

- Every important page is reachable within a few clicks from the homepage
- Internal links use descriptive, keyword-relevant anchor text
- New content links out to — and receives links from — related pages

IMAGES & URLS

- Images have descriptive alt text and compressed file sizes
- URLs are short, readable, and use hyphens (not underscores)

- Canonical tag is present and points to the correct URL

SCHEMA

- Relevant structured data is present (Article, Product, FAQ, etc.)
- Structured data validates without errors or warnings