

# ON-PAGE SEO CHECKLIST

Page URL: \_\_\_\_\_

(1) Primary Keyword:

Keyword Variations:

(2-3) Secondary  
Keywords:

## Title Tag

- Front-loaded with the primary keyword
- Includes 1-2 secondary keywords without repeating overlapping terms
- Fewer than 60 characters
- Includes an element to encourage clicks (e.g., number, year, CTA, power word)

## Meta Description

- Between 150-160 characters
- Includes primary keyword near the beginning
- Includes 1-2 secondary keywords naturally

## URL

- Exact match of the primary keyword
- Uses dashes (-) between words

## H1 Page Title

- Duplicate of the title tag
- Only 1 instance on the page

## H2 Subheadings

- Includes 1 H2 for each target keyword (if possible)
- First H2 front-loaded with primary keyword
- Second H2 front-loaded with the most important secondary keyword
- Last H2 for the Summary section includes a partial match of the primary keyword
- Partial match keywords used naturally in other H2s
- Contains 60 characters or fewer

## H3 Subheadings

- Includes keyword variations and synonyms (where appropriate)

## Introduction

- Between 100-150 words
- Primary keyword in the first sentence
- Includes 2-3 secondary keywords within the first 100 words while sounding natural

## Body Content

- Primary and secondary keywords used 1-3 times naturally (based on content length)

## Summary

- Between 100-150 words
- Primary keyword in the first sentence
- Includes 2-3 secondary keywords within the last 100 words while sounding natural

## Images

- Includes 1 relevant image for the primary keyword
- Image for primary keyword embedded directly above the optimized H2
- Includes 1 relevant image for each secondary keyword (if possible)
- Images for secondary keywords embedded directly above the optimized H2s or placed naturally on the page if no H2 is present
- ALT text for image includes the relevant keyword while also accurately describing the image
- Filename for each image matches the relevant keyword and uses a dash (-) between words
- Metadata for each image includes the relevant keyword (if possible)

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## Additional Optimizations

### Featured Snippet

- Page elements are formatted to match the current ranking snippet
- For Paragraph Snippet:** 45-50 word answer directly below the optimized H2 for the primary keyword. Includes similar words and phrases highlighted in the current ranking snippet
- For List Snippet:** 5-10 (or more) H3s below the optimized H2 for the primary keyword. If current ranking snippet includes an ordered list, then start H3s with a number followed by a period.
- For Table Snippet:** 3-column table with similar headings and number of rows as the current ranking snippet and placed directly below the optimized H2 for the primary keyword

### Content Quality

- Original content (not copied or spun)
- Organized with proper heading structure (H1 to H6)
- Stays focused on the primary keyword topic
- Formatted similarly to the top-ranking URLs for the primary keyword
- Satisfies user search intent for the primary keyword

### Technical

- Mobile-friendly
- Passes Google's Core Web Vitals for mobile and desktop devices
- Page not set to noindex

### E-E-A-T

- Includes a byline with a link to the author's bio page
- Includes an author bio box (optional)
- Includes the published date and time (the time is optional for evergreen content but essential for news-related content)
- Demonstrates expert knowledge and/or first-hand experience on the subject
- Includes semantically-related words for the primary keyword topic
- All information is accurate and up to date
- Includes 1-2 unique elements (minimum) not found in the top-ranking URLs (e.g., tables, charts, infographics, videos, more list items, expert quotes, FAQs, etc.)

### Links

- Includes 1-3 external links to high-quality sites to add proof for claims, facts, statistics, etc.
- Includes 3-5 outbound internal links to other relevant pages on the site with keyword-optimized anchor text
- Includes 5-10 (minimum) inbound internal links pointing to this page with keyword-optimized anchor text
- Nofollow or Sponsored attribute added to external affiliate and promotional links

### Schema Markup

- Relevant schema markup added to the HTML (if applicable)