

On-Page SEO Checklist

Checklist · 30 items · 12 sections

Every on-page SEO factor you need to optimize for higher rankings: title tags, headers, content quality, images, schema markup, and more. For a full-site review use the SEO Audit Checklist. For server and infrastructure see the Technical SEO Checklist. The Off-Page SEO Checklist covers backlinks and authority, and the Mobile SEO Checklist handles responsive design.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/on-page-seo-checklist>

KEYWORD RESEARCH

- Target keyword confirmed: search intent matches (informational, commercial, transactional)

HIGH

TITLE & META

- Primary keyword in title tag: within first 60 characters
- Title tag is unique (no duplicate titles across site)
- Meta description: 120-160 characters, includes keyword naturally, compelling click-through

HIGH

HIGH

HIGH

URL

- URL is short, lowercase, hyphenated, includes keyword

HIGH

E.g. /on-page-seo-checklist not /page?id=123&cat=seo

HEADINGS

- H1 tag: one per page, includes primary keyword
- H2/H3 headings used logically, include secondary keywords naturally

HIGH

HIGH

CONTENT

- Primary keyword in first 100 words of content

HIGH

- Content fully answers the search query: covers topic depth
HIGH
- Content length appropriate for query: check top 5 competitors for benchmark
- LSI / semantic keywords used naturally throughout (avoid keyword stuffing)
- Content uses short paragraphs, bullet points, and numbered lists for readability
- FAQ section added (captures People Also Ask box in Google)
- Published date and last updated date visible on page
Google rewards freshly updated content
- Author byline and E-E-A-T signals present (expertise, authority, trust)

IMAGES

- All images have descriptive alt text including keyword where natural
HIGH
- Images compressed and in WebP or AVIF format
HIGH
- Image file names descriptive (e.g. seo-checklist-2025.webp, not IMG_001.jpg)

LINKS

- 3-5 internal links to relevant pages on your site
HIGH
- Internal links use descriptive anchor text (not 'click here')
HIGH
- External links to authoritative sources (open in new tab)
- No broken links on the page
HIGH

TECHNICAL

- Page loads in under 3 seconds on mobile (check Google PageSpeed Insights)
HIGH
- Page is mobile-responsive
HIGH
- Canonical tag set correctly (to avoid duplicate content)
HIGH

SCHEMA

- Schema markup added: Article, FAQ, HowTo, or Product as appropriate

SOCIAL

- Open Graph tags set (og:title, og:description, og:image) for social sharing

INDEXING

- Page indexed: check via Google Search Console or site:yoursite.com/page

HIGH

- Page added to sitemap.xml

MONITORING

- Track page in Google Search Console: monitor impressions, CTR, and position

HIGH