

# On-Page SEO Checklist (Complete & Practical)

## A. Keyword & Intent Optimization

- Identify **primary keyword**
- Identify **secondary keywords**
- Add **LSI / NLP keywords**
- Confirm **search intent** (informational, commercial, and transactional)
- Map keywords to correct URL

## B. Title & Meta Optimization

- Title tag under 60 characters
- Primary keyword in title
- Power word + benefit included
- Meta description under 160 characters
- CTA included in meta description

## C. URL & Technical SEO

- Short, clean URL
- Hyphens used instead of underscores
- No unnecessary parameters
- Canonical tag applied
- Page indexable (no noindex)

## D. Content Optimization

- H1 contains main keyword (once)
- H2/H3 include related keywords
- 1,200+ words of helpful content
- Conversational, human tone
- Short paragraphs & line breaks
- Step-by-step sections included
- Keyword stuffing avoided

## **E. Internal & External Links**

- 3–5 internal links added
- Linked pages are relevant
- 2–4 external authority links
- No broken links

## **F. Image & Media Optimization**

- Images compressed
- Descriptive file names
- Alt text optimized
- Multimedia added where helpful

## **G. UX & Performance**

- Mobile-friendly
- Fast page load speed
- Core Web Vitals passed
- Clear navigation

- Readable font size

## **H. Advanced SEO**

- Schema markup added
- FAQ schema applied
- Featured snippet opportunity optimized
- Content freshness reviewed