On-Page SEO Checklist

☐ Target Keyword in Title Tag
& Meta Description & URL

☐ Content Length

☐ Videos & Images & Image ALT Tags

☐ H1 - H2 - H3 - H4 Header Tags

☐ Internal & External Links

☐ Mobile-Friendly Design & User-Friendly Design

☐ On-Page Engagement

☐ Website Speed & Page Speed

☐ Content Age & Relevancy of Content

☐ Keyword in Content & Keyword Density

On-Page SEO Checklist

1) Target Keyword in Title Tag & Meta Description & URL ✓

Your target keyword should be used in your Title Tag, Meta Description, and in the URL. Search engines and users will understand the main topic of your content.

2) Content Length ✓

Content that is 3,000+ words generally ranks higher than shorter-form content. There is a direct correlation between high word count and higher search engine rankings.

3) Videos & Images & Image ALT Tags ✓

Using visual forms of content like videos and infographics along with written content will help your rankings. In addition, all images should have descriptive ALT tags that target your focus keyword.

4) H1 - H2 - H3 - H4 Header Tags ✓

Your Header Tags can help you organize your content. Your main keyword should be in an H1 tag. H2, H3, and H4 tags can be used for subtopics that help you expand on the main topic of your content.

5) Internal & External Links ✓

Linking to supporting pages on your website and linking to external pages can improve your content.

6) Mobile-Friendly Design & User-Friendly Design ✓

Your website and your content should be easy to access and read on any device.

7) On-Page Engagement ✓

Long dwell times and low bounce rates after organic search clicks have a direct correlation to high search engine rankings.

8) Website Speed & Page Speed ✓

Search engines will give preference to websites and pages that load faster than competitor websites and competitor pages.

9) Content Age & Relevancy of Content ✓

Longer content ages represent expertise and search engines give preference to the most relevant and up-to-date content.

10) Keyword in Content & Keyword Density ✓

Your focus keyword should be used naturally throughout your content along with long-tail variations of your keyword. Do not overstuff your keyword in the content.