

On-Page SEO Checklist

URL: _____ Reviewer: _____ Date: _____

Search intent and content

Check	Pass when...	Priority	Done
Intent is clear	Page answers the main search need without a detour.	High	☐
Audience is named	Opening explains who the page helps.	Medium	☐
Core answer appears early	Main answer or offer is visible near the start.	High	☐
Claims have support	Statistics and factual claims have current evidence.	High	☐
Content is original	The page adds useful detail beyond repeated boilerplate.	High	☐

Title and snippet

Check	Pass when...	Priority	Done
Title is unique	Title distinguishes this page from sibling pages.	High	☐
Title reflects content	Title promise matches the visible page.	High	☐
Snippet is useful	Description summarizes the page accurately.	Medium	☐
SERP preview checked	Search preview is reviewed for truncation and clarity.	Medium	☐

Headings and structure

Check	Pass when...	Priority	Done
One useful H1	Main heading describes the page topic.	High	☐
H2s map key questions	Major sections cover the user's follow-up questions.	Medium	☐
Hierarchy is logical	H2/H3 levels follow the document structure.	Low	☐
Text scans well	Long sections use relevant headings, lists, or tables.	Medium	☐

Internal links

Check	Pass when...	Priority	Done
Next step is linked	Page links to the most useful follow-up destination.	Medium	☐
Related pages link in	Relevant hub or sibling pages link to this page.	High	☐
Anchors are descriptive	Link text explains the destination.	Medium	☐
Links resolve directly	Internal links avoid broken URLs and redirect hops.	Medium	☐

On-Page SEO Checklist / continued

Images and media

Check	Pass when...	Priority	Done
Alt text serves purpose	Informative images have concise descriptive alt text.	Medium	☐
Decorative alt is empty	Decorative imagery uses empty alt text.	Low	☐
Media has dimensions	Images/embeds reserve layout space.	Medium	☐
Hero loads promptly	Above-the-fold media does not stall the main content.	Medium	☐

Technical and schema

Check	Pass when...	Priority	Done
URL is canonical	Page canonical points to the intended indexable URL.	High	☐
Indexing is intended	No accidental noindex or robots block.	High	☐
Mobile works	Content and controls work at mobile widths.	High	☐
Schema is eligible	Markup type fits page content and policy.	Medium	☐
Schema validates	Eligible markup has no required-property errors.	Medium	☐

Readability and action

Check	Pass when...	Priority	Done
Plain language	Specialized terms are explained for the audience.	Medium	☐
Current information	Dates, links, and details are still correct.	High	☐
CTA fits intent	Next action is relevant and clear.	Medium	☐
Proofread	Typos, duplicate copy, and unsupported claims are fixed.	Medium	☐

Title and description: Google has no fixed character-count limit; check the rendered result and write for clarity. Structured data may make a page eligible for a rich result but never guarantees one.

Findings / URLs / owner / next action