2026 EDITION

On-Page SEO Checklist

A simple step-by-step SEO checklist to optimize your website pages and rank higher on Google.

↓ Download, Apply, Rank

ⓘ What Is On-Page SEO?

On-page SEO is the practice of optimizing individual web pages so they rank higher and earn more relevant traffic from search engines. It includes everything you control on your page — from content and headings to images and links.

Unlike off-page SEO (backlinks, social signals), on-page SEO is **100% in your hands**. If you get it right, Google clearly understands your page, and users love reading it — that's the winning combination.

🔍 Rank Higher

Signal to Google exactly what your page is about so it surfaces for the right searches.

👥 More Traffic

Better rankings mean more eyeballs on your content, products, and services.

♡ Better UX

On-page SEO naturally improves readability and user experience.

💡 **How this checklist helps:** Go through each page on your site and tick off every item. Don't skip — each one compounds. By the end, your page will be fully optimized and ready to climb.

🔑 Keyword Optimization

Your target keyword is the foundation of on-page SEO. Place it strategically — not randomly — so Google and readers both get the point.

☐ **Primary keyword in the title tag**
Put your main keyword as close to the beginning of the title as naturally possible.

☐ **Keyword in the URL slug**
Keep it short: yoursite.com/primary-keyword (avoid stop words like "and", "the").

☐ **Keyword in the first 100 words**
Mention it naturally in your opening paragraph — reinforces topical relevance early.

☐ **Keyword in H1 and at least one H2**
Your H1 should contain the keyword. Use it in one subheading (H2) if it flows naturally.

☐ **Avoid keyword stuffing**
Use the keyword 2–4 times for short content, 5–8 for long-form. If it sounds weird, remove one.

☐ **Use semantic / LSI keywords**
Add related terms (e.g., "on-page optimization" for "on-page SEO"). Use Google's "Related searches."

Title & Meta Optimization

Your title and meta description are the first thing users see in search results. A well-crafted one can double your click-through rate — even at the same ranking position.

Title tag under 60 characters
Google truncates titles longer than ~60 characters. Keep it concise so the full title shows.

Meta description under 160 characters
Write a compelling summary that includes the keyword and a reason to click.

Include primary keyword in both
Google bolds matching keywords in SERPs, which draws the eye and boosts CTR.

Add emotional & CTR-boosting words
Words like "proven," "easy," "free," "today," or "that actually works" increase clicks.

Use power words (best, guide, checklist)
Power words signal authority and completeness. "Ultimate Guide" outperforms "Guide" almost every time.

Pro move: Look at the top 5 results for your keyword. Notice how they write their titles? Write something better — more specific, more compelling, more clear.

Content Optimization

Content is the core of on-page SEO. Google rewards pages that thoroughly cover a topic and are easy to consume. Depth beats fluff — always.

Minimum 1,000+ words (or topic depth)
Longer content tends to rank better, but only if it's useful. Don't pad — add real value.

Use short paragraphs (2–4 sentences)
Wall-of-text scares readers away. Break it up. One idea per paragraph.

Add bullet points and numbered lists
Lists are skimmable, scannable, and often earn featured snippets in Google.

Add 3–5 internal links
Link to your other relevant pages. This keeps users on your site and helps Google discover pages.

Add 2–3 external authority links
Link to trusted sources (studies, official docs). It builds credibility and topical trust.

Use clear heading hierarchy (H2 → H3)
Don't skip levels. H1 = main title, H2 = sections, H3 = subsections.

🖼 Image SEO Checklist

Images drive Google Image traffic and improve page experience when optimized correctly. Most sites neglect this — which means it's an easy win for you.

☐ **Use relevant, high-quality images**
Screenshots, diagrams, and custom graphics perform better than generic stock photos.

☐ **Add descriptive ALT text to every image**
ALT text helps visually impaired users and tells Google what the image is about.

☐ **Include keyword in ALT text (1–2 times max)**
Don't stuff keywords into every image. Use it only where it genuinely describes the image.

☐ **Compress images before uploading**
Use tools like TinyPNG or Squoosh. Aim for under 200KB per image.

☐ **Use WebP format when possible**
WebP is 25–35% smaller than JPEG/PNG with the same quality.

💡 **Quick test:** Run your page through Google PageSpeed Insights. If "Images" is flagged, compress and convert — you'll often see a 20–40% speed improvement instantly.

⚙ Technical On-Page SEO

These are the behind-the-scenes factors that affect whether Google can crawl, understand, and rank your page. Miss these and even great content won't rank.

☐ **Fast loading speed (under 3 seconds)**
Use Google PageSpeed Insights. Focus on LCP — should be under 2.5 seconds.

☐ **Mobile-friendly (responsive design)**
Google uses mobile-first indexing. Test with Google's Mobile-Friendly Test tool.

☐ **Proper heading structure (only one H1)**
Each page should have exactly one H1. Don't use headings just for styling.

☐ **Clean URL structure**
Use lowercase, hyphens (not underscores), no special characters. Example: /on-page-seo-checklist

☐ **No broken links (404 errors)**
Broken links hurt UX and waste crawl budget. Use Screaming Frog or Ahrefs Webmaster Tools.

🔗 Internal Linking

Internal links are one of the most underused SEO tactics. They help Google discover pages, understand your site hierarchy, and distribute authority across your site.

☐ **Link to 3–5 related pages per post**

Every new page should link to other relevant content. This creates a network of topical authority.

☐ **Use keyword-rich anchor text**

Instead of "click here," use descriptive text like "on-page SEO guide."

☐ **Avoid over-linking**

Don't add 20 internal links in a 1,000-word post. Keep it natural — 3–5 per 1,000 words.

☐ **Improve crawlability with contextual links**

Place links within body content — not just in sidebars or footers. In-content links carry more SEO weight.

💡 **Orphan pages killer:** Search your site for pages with zero internal links pointing to them. These "orphan pages" are nearly invisible to Google. Link to them from relevant content.

User Experience (UX)

Google's ranking algorithms increasingly factor in user experience signals. If people bounce quickly, Google takes notice. If they stay and engage, you get rewarded.

☐ **Easy to read (16px+ font size)**
Body text should be at least 16px. Use a clean sans-serif font. Meet WCAG contrast standards.

☐ **Good spacing between elements**
Adequate line-height (1.6–1.8), margin between sections, padding around images. Let content breathe.

☐ **Clear, scannable layout**
Use bold for key phrases, headers for sections, and visual breaks. User should "get it" in 10 seconds.

☐ **Strategic CTA placement**
Place your main CTA above the fold and repeat it at the end. Make it stand out visually.

☐ **Fast navigation (sticky menu, breadcrumbs)**
Add a sticky header with key links. Use breadcrumbs so users always know where they are.

☑ Final Checklist Summary

Before you hit "Publish," run through this master list one last time. If every box is checked, your page is fully optimized and ready to compete.

✅ Master Optimization Checklist

- ✅ Keyword optimized

- ✅ Title & meta optimized

- ✅ Content structured & deep

- ✅ Images optimized (ALT + WebP)

- ✅ Internal links added (3–5)

- ✅ External authority links added

- ✅ Page speed under 3 seconds

- ✅ Mobile-friendly tested

- ✅ Clean URL & heading structure

- ✅ No broken links

- ✅ UX: readable & scannable

- ✅ CTA placed strategically

🏆 **You're ready.** If you've checked everything above, you've done more on-page optimization than 90% of websites on the internet. Now publish, monitor, and iterate.

🚀 Pro Tips to Rank Faster

The checklist covers the fundamentals. These advanced tips are what separate "optimized" pages from pages that **actually climb to page one**.

1 **Focus on Search Intent**

Before writing, Google your keyword. Are the top results how-to guides? Listicles? Product pages? Match that format. If searchers want a quick list and you write a 5,000-word essay, you lose.

2 **Update Content Regularly**

Google prefers fresh content. Go back to your top-performing pages every 3–6 months. Add new stats, update screenshots, expand sections, and refresh the publish date.

3 **Build Internal Linking Clusters (Topic Clusters)**

Create a "pillar" page for a broad topic, then link it to 5–10 related "cluster" pages — and link back. This creates a tight semantic network that Google loves.

4 **Track Performance in Google Search Console**

Check impressions, clicks, and average position weekly. If a page is at position 11–15, it's on page 2 — a small tweak could push it to page 1.

5 **Add Schema Markup (Structured Data)**

Add FAQ schema, HowTo schema, or Article schema where relevant. This can earn you rich snippets in search results — which dramatically increase CTR.

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Your Email

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Website URL

https://yoursite.com

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