



ON-PAGE SEO CHECKLIST

Before publishing or updating any page, use this checklist to confirm all critical on-page SEO elements are in place. For step-by-step guidance on the items below, check out our corresponding [On-Page SEO Checklist Guide](#).

Before You Write

- Identify a **target keyword**. Use our [How to Conduct Keyword Research guide](#) for help
- Review top-ranking SERP pages to understand search intent and content depth

While Writing the Content

- Use **one H1** to clearly define the page topic
- Use **H2s and H3s** to organize content logically
- Include the target keyword naturally in the **first paragraph** (if feasible)
- Match content depth and structure to top-ranking pages
- Fully address the user's **search intent**

Before Publishing

- Write a compelling **SEO title** (55–60 characters)
- Write a click-worthy **meta description** (150–160 characters)
- Use a short, descriptive **URL slug** with the keyword
- Add **internal links** to priority pages
- Use **descriptive anchor text** (not “click here”)
- Add at least one **credible external link** (open in new tab)

Final Optimization Checks

- Optimize images (compressed, relevant, descriptive alt text)
- Demonstrate **E-E-A-T** (experience, expertise, authority, trust)
- Confirm content is accurate, original, and helpful

Use this checklist for every blog post, landing page, service page, or product/collection page to ensure consistent, high-quality on-page SEO.