

# On-Page SEO

## Checklist



## Assignment:

- Type of page \_\_\_\_\_
- Search intent \_\_\_\_\_
- Target keywords \_\_\_\_\_
- CTA \_\_\_\_\_
- Word count \_\_\_\_\_

## Content check:

- Optimized URL
- Optimized title
- Optimized H1
- Optimized meta description
- Optimized H2 - H6
- External quotations
- Bullet points, numbered lists
- Internal links
- Optimized anchors
- Optimized images
- Optimized image alt tags
- Research / Infographics
- Keyword density
- Uniqueness
- Word count

## Post check:

- Page loads fast
- Page is responsive
- Author indicated
- Date published
- CTA button visible
- Social sharing enabled

