



On-Page SEO Checklist (PDF Content)

1) Keyword Optimization

- Main keyword in the title
 - Main keyword in the first 100 words
 - Related keywords added naturally
 - One keyword in an H2 or H3
 - Keyword in meta description
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2) Title & Meta Tags

- Title is under 60 characters
 - Meta description under 155 characters
 - Title has emotional or power words
 - URL is short, clean, and keyword-focused
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3) Content Quality

- Clear introduction
 - Short paragraphs (3–4 lines)
 - Scannable subheadings
 - Bullet points for clarity
 - Includes real examples or insights
 - Covers the topic in-depth
 - Zero fluff
 - Includes helpful visuals
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4) Internal & External Links

- 2–4 relevant internal links
 - 1–3 high-quality external links
 - Anchor text is natural
 - No broken links
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5) Image Optimization

- Images compressed
- ALT text includes keywords
- Descriptive filenames

- Images placed logically
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6) Technical On-Page SEO

- Fast loading page
 - Mobile-friendly layout
 - HTTPS secure
 - No render-blocking elements
 - Clear header structure (H1, H2, H3)
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7) User Experience

- Easy-to-read font
 - Clean spacing
 - CTA buttons clearly visible
 - Table of contents added (for long posts)
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8) Final Pre-Publish Review

- Grammar checked
- Plagiarism checked
- All sections complete
- Preview looks clean on mobile
- Title + URL + Meta + OG tags set