



# 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