

The On-page SEO Checklist

Page Name: _____ Date: _____

<p>What are the objectives of this page? What do we want users to do?</p>	<p>What are KPIs that can be measured to establish the success or failure of the page?</p>
<p>What are the anticipated needs of the user? Why are they there?</p>	<p>What are the fears, anxieties and barriers the user may be experience and how do we address these?</p>
<p>What USPs or ideals do we wish to communicate to the user?</p>	<p>What will users be searching for? What are the keywords we want to rank in search engines for?</p>



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Have the objectives of this page been established?	<input type="checkbox"/>
Does the page feature calls to action and sign-posting to these outcomes that are 100% clear and obvious to the user?	<input type="checkbox"/>
Have user fears and anxieties been identified and addressed in the content of the page?	<input type="checkbox"/>
Have the target keywords for this page been established along with potential long tail variants?	<input type="checkbox"/>
Is the target keyword unique to that page and not in competition with another page on the website?	<input type="checkbox"/>
Is the URL short and concise and does it contain the keyword/phrase?	<input type="checkbox"/>
Is the core keyword/phrase included and located near the beginning of the Page Title?	<input type="checkbox"/>
Does the Page Title expand and promote long-tail variants?	<input type="checkbox"/>
Is the Page Title within the recommended character length? ~55 characters (600px)	<input type="checkbox"/>
Is the Meta description unique to that page?	<input type="checkbox"/>
Is the META description within the recommended character length? ~160 characters (600px)	<input type="checkbox"/>
Does the META description descriptive, use clear CTAs and do an awesome job of enticing user's to click your listing?	<input type="checkbox"/>
Is an H1 used for the main page heading?	<input type="checkbox"/>
Does the H1 feature the core keyword/keyphrase?	<input type="checkbox"/>
Is there a paragraph of text above the fold?	<input type="checkbox"/>
Does the first paragraph contain the target keyword/phrase?	<input type="checkbox"/>
Is there sufficient text content on the page? (if unsure, look at what else ranks.)	<input type="checkbox"/>
Is the text content unique to that page and not used elsewhere on the website or the wider web?	<input type="checkbox"/>
Are images used to break up the page, enhance content and improve overall presentation and readability?	<input type="checkbox"/>
Are other forms of content been utilized to enhance the presentation and content of the page? E.g. video, lists, quotes etc.	<input type="checkbox"/>
Do all images have an ALT attribute, and where appropriate, is keyword rich ALT text used?	<input type="checkbox"/>
Are H2 and H3 headings being used as sub headings?	<input type="checkbox"/>
Do sub headings use good keyword reference and aid the document outline for the reader?	<input type="checkbox"/>
Have synonyms and variant keywords been used to improve topic-modelling and promote longtail keyword relevancy?	<input type="checkbox"/>
Have links been included to other relevant webpages/resources?	<input type="checkbox"/>
Have applicable areas of content been marked up with schema tags?	<input type="checkbox"/>
Has everything been done to improve presentation, add value and meet the user needs? (ask others, preferably users!)	<input type="checkbox"/>

