



# On-Page SEO Checklist

ON-PAGE SEO CHECKLIST		
1	Is the primary keyword in the page title? (50 - 60 characters)	
2	Is the URL short and keyword rich? (50 - 60 characters)	
3	Does the URL explain what the page is about?	
4	Is there a H1 tag present on the page? (<70 characters)	
5	Is the primary keyword in the H1 tag?	
6	Is there an image on the page?	
7	Is the image optimized? (size < 50kb, Optimised file name & KW rich alt text)	
8	Are subheadings wrapped in H2 tags? (No limit but keep most <70)	
9	Is the Keyword in at least 1 subheading?	
10	Is the primary keyword in the opening paragraph?	
11	Have you linked internally?	
12	Have you linked back to the category page/hub page?	
13	Is there a Meta Description present? (<156 Characters)	
14	Should this content be ranking? (Is it cannibalizing another piece of content on your website)	