

ON-PAGE SEO CHECKLIST

KEYWORD RESEARCH		META DESCRIPTION		CONTENT QUALITY	
Page targets one keyword/theme	<input type="checkbox"/>	155-160 characters	<input type="checkbox"/>	Original content	<input type="checkbox"/>
Checked volume/competition	<input type="checkbox"/>	Includes keyword	<input type="checkbox"/>	Information accurate	<input type="checkbox"/>
Googled keyword to check intent	<input type="checkbox"/>	Actionable, conveys value	<input type="checkbox"/>	Delivers on promise	<input type="checkbox"/>
				Actionable	<input type="checkbox"/>
KEYWORD PLACEMENT		IMAGES		Reads like a human wrote it	<input type="checkbox"/>
Page title (H1)	<input type="checkbox"/>	Not wider than maximum page width	<input type="checkbox"/>	Organized with headings	<input type="checkbox"/>
Title tag	<input type="checkbox"/>	Compressed	<input type="checkbox"/>	Paragraphs broken up by images, etc	<input type="checkbox"/>
Meta description	<input type="checkbox"/>	Alt text with keyword	<input type="checkbox"/>	Fluff-free	<input type="checkbox"/>
First 100 words of page	<input type="checkbox"/>	Filename no spaces, contains keyword	<input type="checkbox"/>	1500+ words	<input type="checkbox"/>
H2 headings	<input type="checkbox"/>	Don't replace important body text	<input type="checkbox"/>		
Image file names	<input type="checkbox"/>	Add value	<input type="checkbox"/>	URL	
Image alt text	<input type="checkbox"/>			Short	<input type="checkbox"/>
Naturally in body	<input type="checkbox"/>	LINKS		Contains keyword	<input type="checkbox"/>
		1-3 high-quality external links	<input type="checkbox"/>	Dashes replace spaces	<input type="checkbox"/>
TITLE		2-4 internal links on the page	<input type="checkbox"/>		
Only one H1 tag, contains keyword	<input type="checkbox"/>	3+ internal link to the page	<input type="checkbox"/>	FRESHNESS	
Title tag < 60 chars, contains keyword	<input type="checkbox"/>	Anchor text specific	<input type="checkbox"/>	Update information	<input type="checkbox"/>
Conveys value	<input type="checkbox"/>			Refresh images	<input type="checkbox"/>
Doesn't overpromise	<input type="checkbox"/>	TECHNICAL		Add new/fix broken links	<input type="checkbox"/>
		Passes page speed tests	<input type="checkbox"/>	Check keyword intent	<input type="checkbox"/>
HEADINGS		Mobile friendly	<input type="checkbox"/>		
At least two H2s, with keyword	<input type="checkbox"/>	Indexed	<input type="checkbox"/>		
Organize information hierarchy	<input type="checkbox"/>				
Make the post skimmable	<input type="checkbox"/>				

