On-Page SEO Checklist

By Shiva Prasad · Tick each item before you publish. Page URL: _____

	Section	Checklist item	What to check	Tool to use	Notes
☐	**Meta Tags**	**Meta Title**	Unique, matches the page, main keyword near the start. Rule of thumb: 50–60 characters so it doesn't get cut.	SERP Snippet Preview, SEO META in 1 CLICK	
☐		**Meta Description**	Unique summary with the main keyword and a reason to click. Rule of thumb: 120–160 characters (about 120 shows fully on mobile).	SERP Snippet Preview, SEO META in 1 CLICK	
☐		**Slug (URL)**	Short, lowercase, hyphens, contains the main keyword. No dates or stop-word clutter.	WordPress / Rank Math	
☐		**Canonical URL**	Points to the preferred version of this page (usually itself). No canonical to a different or broken URL.	SEO META in 1 CLICK	
☐		**Meta Robots (Index / Noindex)**	Page you want ranked is set to index. Thank-you, test and duplicate pages are noindex.	SEO META in 1 CLICK, Rank Math	
☐		**Robots Follow / Nofollow**	Normal pages use follow so links pass value. Nofollow only where you mean it.	SEO META in 1 CLICK	
☐	**Keywords + Search Intent**	**Primary Keyword**	One main keyword chosen with real volume and matching intent.	Google Keyword Planner, Search Console	
☐		**Secondary Keywords**	3–8 close variations and questions that support the main keyword.	Google suggestions, People Also Ask	
☐		**Keyword Mapping**	Each keyword is assigned to only one page on the site, so pages don't compete (cannibalisation).	Search Console, keyword map sheet	
☐		**Search Intent: Informational**	If people want to learn, the page explains clearly (guide, how-to, definition).	Google SERP check	
☐		**Search Intent: Navigational**	If people want a brand or site, the page is that brand's official page.	Google SERP check	
☐		**Search Intent: Commercial Investigation**	If people are comparing, the page compares honestly (best, vs, reviews).	Google SERP check	
☐		**Search Intent: Transactional**	If people want to act or buy, the page makes that easy (price, form, CTA).	Google SERP check	
☐	**Headings**	**H1 Heading**	Exactly one H1, includes the main keyword, matches the title's promise.	SEO META in 1 CLICK (Headers tab)	
☐		**H2 Headings**	H2s cover the main subtopics a searcher expects.	SEO META in 1 CLICK (Headers tab)	

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☐		**H3–H6 Heading Hierarchy**	No skipped levels (H2 then H4). H3s sit under the right H2.	SEO META in 1 CLICK (Headers tab)	
☐		**Keyword and Topic Relevance in Headings**	Headings use natural keyword variations, not the same phrase repeated.	Manual review	
☐		**Heading Structure and Readability**	Someone reading only the headings understands the page.	Manual review	
☐	**Content Structure**	**Content Quality and Accuracy**	Facts, numbers, prices and specs are correct (for real estate: BHK, price, sq ft, floor plans, amenities). No spelling or grammar errors, house style followed (e.g. UK English).	Manual review, Grammarly	
☐		**Search Intent Fulfilment**	The page answers the query directly, ideally in the first 2–3 lines.	Manual review	
☐		**Content Structure and Readability**	Short paragraphs, lists and tables where useful, easy to scan on mobile.	Manual review	
☐		**Keyword Placement and Natural Usage**	Main keyword in the H1, first paragraph, a few headings and the meta tags. No stuffing.	Manual review	
☐		**Related Topics and Entities**	Covers related terms, tools, places or brands a complete answer would mention.	People Also Ask, competitor pages	
☐		**Original Information and Value**	Real experience, examples, screenshots or data that AI-only content doesn't have.	Manual review	
☐		**FAQs Based on Real User Questions**	FAQs come from People Also Ask or real client questions, not invented ones.	People Also Ask, Search Console	
☐		**Content Freshness and Updates**	Information, screenshots and years are current. Update date when content really changes.	Manual review	
☐		**Duplicate or Thin Content Review**	No copied text, no near-identical pages, enough depth to answer the query.	Google site: search, plagiarism checker	
☐	**Image SEO**	**Image Alt Text**	Every meaningful image has descriptive alt text.	SEO META in 1 CLICK (Images tab)	
☐		**Descriptive Image File Names**	File names describe the image (on-page-seo-checklist.webp, not IMG_123.jpg).	Media library	
☐		**Image Compression and File Size**	Images compressed; large images usually under ~200 KB.	PageSpeed Insights, compression plugin	
☐		**Image Dimensions and Responsive Images**	Width and height set; correct sizes served on mobile.	PageSpeed Insights	
☐		**Image Format and Loading Behaviour**	Modern formats (WebP/AVIF). Lazy-load below-the-fold images, not the main top image.	PageSpeed Insights	

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☐	**Internal and External Linking**	**Internal Linking**	Links to and from related posts in the same cluster (pillar and sub-blogs).	Rank Math link suggestions	
☐		**Relevant Internal Anchor Text**	Anchor text describes the target page (e.g. 'luxury villas in Tukkuguda'), not 'click here'.	Manual review	
☐		**Links to Important Pages**	Key service, pillar or money pages get internal links.	Manual review	
☐		**Orphan Page Review**	The page has at least one internal link pointing to it.	Site crawler, Rank Math	
☐		**External Links to Useful Sources**	Cite trustworthy sources for facts and data.	Manual review	
☐		**External Link Relevance and Accuracy**	External links are relevant, current and open the right page.	Manual review	
☐		**Broken Link Check**	No 404 links inside the content.	SEO META in 1 CLICK (Links tab), broken link checker	
☐	**Social Sharing Tags**	**Open Graph Title**	Set and readable when shared on WhatsApp, LinkedIn, Facebook.	SEO META in 1 CLICK (Social tab)	
☐		**Open Graph Description**	Short description that makes people want to open the link.	SEO META in 1 CLICK (Social tab)	
☐		**Open Graph Image**	Correct featured image shows (1200 x 628 works well).	SEO META in 1 CLICK (Social tab)	
☐		**Open Graph URL**	Matches the canonical URL.	SEO META in 1 CLICK (Social tab)	
☐		**Twitter / X Card Tags**	Card type, title, description and image set.	SEO META in 1 CLICK (Social tab)	
☐	**SEO Advanced Settings**	**Search Engine Visibility**	WordPress 'Discourage search engines' is OFF on the live site.	WordPress Settings > Reading	
☐		**Follow / Nofollow Setting**	Page-level follow setting matches what you want.	Rank Math (Advanced tab)	
☐		**Meta Robots Advanced Directives**	Max-snippet, max-image-preview etc. are not blocking snippets or images by mistake.	Rank Math (Advanced tab)	
☐		**Breadcrumbs Title**	Short, clear breadcrumb label for the page.	Rank Math (Advanced tab)	
☐		**Canonical URL**	Advanced canonical field left empty (self-canonical) unless you need a different one.	Rank Math (Advanced tab)	
☐	**Structured Data / Schema**	**Schema Type Matches the Page**	Article / BlogPosting for blogs, Product, LocalBusiness etc. where they fit.	Rank Math Schema	

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☐		**Required Properties and Valid Syntax**	No errors; required fields filled.	Rich Results Test, Schema Markup Validator	
☐		**Schema Matches Visible Page Content**	Everything in the schema is visible on the page. No fake reviews or ratings.	Manual review	
☐		**Breadcrumb Schema Where Applicable**	Breadcrumb markup present and matches the breadcrumb trail.	Rich Results Test	
☐		**Rich Result Eligibility and Validation**	Test the URL. Note: Google stopped showing FAQ rich results from May 2026, so FAQ schema won't add a rich result.	Rich Results Test	
☐	**Technical Basics**	**robots.txt**	The page and its CSS/JS are not blocked.	yoursite.com/robots.txt	
☐		**XML Sitemap**	The page is in the sitemap, and the sitemap is submitted in Search Console.	Rank Math sitemap, Search Console	
☐		**Indexing After Publishing**	URL inspected and indexing requested in Search Console.	Search Console URL Inspection	