

On-Page SEO Checklist

30 checks in five groups. Run this every time you publish or update a page.

alstonantony.com/resources/

URL and indexability

- ☐ The page is not blocked by robots.txt
 - ☐ The page does not carry a noindex tag
 - ☐ The URL is short, descriptive and contains the target keyword
 - ☐ The page has a self-referencing canonical tag
 - ☐ The page returns a 200 status code
 - ☐ The page is linked from at least one other page on the site

Title tag and meta description

- ☐ Title tag is 50 to 60 characters, including the brand suffix
 - ☐ Title tag contains the target keyword, preferably near the start
 - ☐ Title tag is unique across the site, no duplicate titles
 - ☐ Meta description is 120 to 155 characters
 - ☐ Meta description summarises the page and contains the target keyword
 - ☐ Meta description is unique, not a copy from another page

Heading structure

- ☐ Exactly one H1 per page
 - ☐ H1 matches the search intent, if not the exact keyword
 - ☐ H2s describe the sections a reader would scan for
 - ☐ Headings do not skip levels, no H1 directly to H3
 - ☐ No heading exists only for keyword stuffing
 - ☐ Heading count is appropriate for the content length

Content and readability

- ☐ The target keyword appears in the first 100 words
 - ☐ The page answers the query directly, not after a long intro
 - ☐ Paragraphs are short, most under 3 sentences
 - ☐ Images have alt text that describes what the image is
 - ☐ No thin content, the page has enough substance
 - ☐ Structured data is present where appropriate

Internal links

- ☐ At least 2 internal links from other pages
 - ☐ This page links out to 2 to 4 relevant pages
 - ☐ Anchor text on internal links is descriptive
 - ☐ No broken internal links
 - ☐ Internal links open in a new tab
 - ☐ The page is relevant to the target keyword

Free checklist from alstonantony.com. For the interactive version with saved progress, visit the [resources page](#).