

On-Page SEO Checklist Template

A detailed page-level SEO review workbook for content optimization, metadata, internal linking, structured data, UX, conversions, and technical checks.

1. Page Information

Page URL	Page type	Primary keyword	Secondary keywords	Search intent	Target audience	Primary conversion goal	Reviewer	Review date	Last updated

2. Search Intent and SERP Alignment

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Page type matches the dominant search intent					
Content format matches current SERP patterns					
Main query is addressed clearly near the beginning					
Page covers important follow-up questions					
Content depth is appropriate for the topic					
Page provides a clear reason to choose it over competing results					
Primary CTA matches the reader's stage					

3. Keyword Targeting and Page Mapping

SEO check	Status	Finding / evidence	Required action	Priority	Owner
One primary keyword or topic is assigned to the page					
Secondary keywords support the same search intent					
Keyword-to-URL mapping is documented					
Current ranking queries have been reviewed					
Queries ranking in positions 4–20 have been reviewed					
Keyword cannibalization risk has been checked					
Competing internal URLs have been identified					
Primary keyword use is natural					
Unnecessary keyword repetition has been removed					

4. Title Tag and Meta Description

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Title tag is unique					
Title clearly describes the page					
Primary topic is represented naturally					

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Important value or differentiator is communicated					
Title length and SERP display have been reviewed					
Meta description is unique					
Meta description accurately summarizes the page					
Meta description supports click intent					
Duplicate metadata has been checked					

5. URL and Canonical Checks

SEO check	Status	Finding / evidence	Required action	Priority	Owner
URL is concise and descriptive					
URL uses a consistent naming format					
Unnecessary parameters are absent					
Canonical tag is present where required					
Canonical points to the intended indexable URL					
Canonical does not point to a redirect or error page					
Protocol, hostname, and trailing-slash format are consistent					

6. Heading Structure

SEO check	Status	Finding / evidence	Required action	Priority	Owner
One clear H1 is present					
H1 describes the primary page topic					
H2 sections follow a logical sequence					
H3 headings support their parent H2 sections					
Headings are descriptive rather than generic					
Important subtopics have dedicated sections					
Heading levels are not skipped unnecessarily					

7. Content Quality and Topical Coverage

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Primary topic is covered completely					
Important subtopics are included					
Related concepts are explained where necessary					
Definitions are provided for unfamiliar terms					

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Examples support complex explanations					
Claims are specific and verifiable					
Statistics include source and date context					
Outdated information has been updated					
Repeated sections have been consolidated					
Thin sections have been improved or removed					
Relevant competitor content gaps have been reviewed					
Original examples, experience, data, or analysis are included where available					

8. Content Freshness Review

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Publication date is accurate					
Last updated date is accurate					
Time-sensitive facts have been checked					
Statistics are current enough for the topic					
Screenshots reflect the current product or interface					
Broken or outdated references are replaced					
Recommendations are still valid					
Old year references are updated where appropriate					
Refresh cadence is documented for time-sensitive content					

9. Internal Linking

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Relevant contextual internal links are included					
Anchor text describes the destination page					
Links support the reader journey					
Priority commercial or strategic pages receive relevant links					
Broken internal links are fixed					
Links to redirected URLs are updated					
Orphan-page linking opportunities are reviewed					
Breadcrumb links are correct where applicable					
Related content links are current and useful					
Internal links are placed within relevant context					

10. External Links and Sources

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Important factual claims have supporting sources					
Sources are authoritative for the specific claim					
Primary sources are used where practical					
Publication and update dates are checked					
External links lead to the intended evidence					
Broken external links are replaced					
Outdated sources are reviewed					
Quoted material is accurately attributed					
Sponsored or commercial link requirements are reviewed where applicable					

11. Images and Media

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Every image or media asset has a clear purpose					
Images are compressed appropriately					
Image dimensions match display requirements					
Descriptive alt text is added where appropriate					
Decorative images use appropriate empty alt text					
File names are descriptive					
Captions provide context where useful					
Charts include labels and source context					
Video supports the page objective					
Lazy loading is reviewed					
Largest content images are optimized					

12. Structured Data

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Relevant schema type has been identified					
Markup matches visible page content					
Required properties are present					
Recommended properties are reviewed					
Markup validates without critical errors					

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Breadcrumb markup is correct					
Article or BlogPosting markup is reviewed where relevant					
Product, LocalBusiness, Video, Event, or other page-specific markup is reviewed where relevant					
Organization and author information is consistent					

13. UX and Readability

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Introduction communicates page value quickly					
Paragraphs are readable					
Language matches audience knowledge level					
Important information is easy to scan					
Lists and tables are used where they improve comprehension					
Tables are readable on mobile					
Link text is descriptive					
Buttons and CTAs are clear					
Intrusive elements do not block content					
Important information is not hidden unnecessarily					

14. Conversion and CTA Review

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Primary CTA matches page intent					
CTA appears at an appropriate point					
CTA copy explains the next step					
Supporting proof is included where needed					
Secondary CTA is useful and not distracting					
CTA destination is correct					
Forms request only necessary information					
Conversion tracking requirement is documented					

15. Technical Page Checks

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Page returns the intended HTTP status code					
Page is indexable when intended					

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Meta robots directive is correct					
Canonical is correct					
Page is included in the correct XML sitemap when applicable					
Mobile rendering has been reviewed					
Core Web Vitals have been reviewed					
Large assets have been identified					
Render-blocking resources have been reviewed					
JavaScript-dependent content has been tested					
Page has no broken layout elements					

16. Final QA and Sign-Off

SEO check	Status	Finding / evidence	Required action	Priority	Owner
Spelling and grammar checked					
Facts and dates verified					
Internal links tested					
External links tested					
Metadata reviewed					
Desktop layout checked					
Mobile layout checked					
Tracking checked					
Structured data validated					
Indexability confirmed					
Canonical confirmed					
Final editor approval recorded					
Final SEO approval recorded					
Publication or update date recorded					