



On-Page SEO Checklist

(Reusable Template for Every New Page)

Use this as a quick, repeatable checklist whenever you publish (or refresh) a page. Aim to complete it in 10–15 minutes.

Page basics

Page name/topic is clear (what is this page actually about?)

Primary keyword/phrase (plain-English version):

Secondary phrase (optional):

1) Page title (what shows in the browser tab / Google)

Title includes the page topic and (if relevant) location

Title reads naturally (not stuffed with keywords)

Title is roughly 50–60 characters

Draft title:

2) URL (slug)

URL is short, readable, and matches the page topic

Uses hyphens (not underscores)

No dates/random numbers unless truly needed

Draft URL: /

3) Meta description (the Google snippet)

Includes the page name/topic in the first line

Explains the benefit in plain English

Has a gentle next step (learn more / book / enquire)

Roughly 140–160 characters

Draft description:

4) Headings (quick structure check)

One clear H1 that matches the page topic

Uses H2s to break up sections (skimmable)

Headings describe outcomes/answers (not vague labels)

Quick scan test: could someone understand the page by reading headings only?

5) Images (speed + clarity)

For each image on the page:

Image is resized appropriately (not huge originals)

Compressed so it loads quickly

Uses a sensible format (e.g., JPG/PNG/WebP depending on the image)

6) Alt text + filenames (easy win)

For each image on the page:

Filename is relevant before upload (not IMG_1234)

Example filename:

Alt text describes the image for someone who can't see it

Example alt text:

Quick final checks (30 seconds)

Page answers: Who is this for? What do they get? What should they do next?

One clear call-to-action (CTA) is visible without scrolling

Proofread for typos and clarity (read it out loud if you can)

Internal link to a relevant page (e.g., services, contact, related resource)

External link only if it genuinely helps the reader