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SEARCH MARKETING

SEO CHECKLIST

On-Page SEO Checklist

Review a single page and turn the findings into an actionable list of fixes.

What’s inside

01 **Choose the page**
Write down its purpose and target search intent.

02 **Run the checks**
Review copy, links, images, and indexing signals.

03 **Prioritize changes**
Keep a record of fixes and evidence.

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Review one page at a time

Start with a page that supports a real business goal. Open the page in a browser and review what a visitor can see as well as what the HTML declares.

01

Check intent and the main heading

Write the question or task the page serves. Make the main heading descriptive and check that the opening content answers that intent.

02

Review the title and description

Give the page a distinct title and a plain-language summary. Make sure both reflect what a reader will find on the page.

03

Check internal links and images

Use link text that makes the destination clear. Give informative images meaningful alt text and use an empty alt attribute for decorative images.

04

Inspect indexing signals

Check whether the URL loads and is available to crawlers if it should appear in search. Review any noindex directive and confirm the canonical URL is intentional.

05

Test on a phone

Open the page on a narrow screen. Check readability, image loading, links, and the main action. Record the most serious issue first.

Use the free GetSkills On-page SEO checker to inspect pasted HTML for titles, descriptions, H1s, canonical tags, and image alt attributes.

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Your page review

Write down an observation, then assign the next action and owner. Repeat the review after making the change.

WORKED EXAMPLE

A product page uses the same title as its category page and links to related items with “click here.” Give it a unique title and replace vague link text with the product names.

Page URL and purpose

What should the page help a visitor do?

Search intent and content

Does the heading and opening copy match the visitor’s task?

Title, links, and images

List the first issue you can reproduce and where it appears.

Indexing and mobile

Record the canonical, indexing status, and phone check.

Priority, owner, and next review

What will you fix first, who owns it, and when will you check?