

On-Page SEO Checklist

Content

1	Content is original - copyscape checked?	
2	Content is first published on your website?	
3	Content has enough descriptive text?	
4	Content is well researched with references?	
5	Do you have a clear publishing strategy?	

Pages Titles, description and formatting

6	Page titles are unique for each page?	
7	Descriptions are unique and up to 150 characters?	
8	Text is properly formatted using H1, H2, Bold, Italics?	
9	Text is split into small paragraphs?	
10	Font size is easy to read on small screens (tablets) as well?	
11	Image size is optimized using smushit?	
12	All images have alt tags defined?	
13	Image filename is descriptive?	

URL Structure

14	Permanent links use - ?	
15	Website pages/posts are grouped into categories?	
16	There is breadcrumb on all posts/pages?	
17	There is an HTML User Sitemap?	

Internal Links

18	Pages have internal links?	
19	There is a 'Related posts' section at the end of each page?	
20	Internal links use both keyword and non-keyword anchor text?	

Speed and Authorship

21	Website scores more than 90% when checked by Google page speed insights?	
22	Google Authorship is implemented for each and every post/page available on the website?	