

# Complete On-Page SEO Checklist

Category	Checklist Item	Done?
Keyword	Primary keyword in title, H1, and first 100 words	<input type="checkbox"/>
Keyword	Secondary keywords placed naturally throughout content	<input type="checkbox"/>
Keyword	No keyword stuffing — density stays at 1-2%	<input type="checkbox"/>
Content	Content matches search intent (info / commercial)	<input type="checkbox"/>
Content	Original, useful, expert-written content	<input type="checkbox"/>
Content	E-E-A-T signals included (experience, expertise)	<input type="checkbox"/>
Technical	Title tag under 60 characters with primary keyword	<input type="checkbox"/>
Technical	Meta description 150-160 characters with CTA	<input type="checkbox"/>
Technical	One H1 tag per page only	<input type="checkbox"/>
Technical	URL slug is short, lowercase, and keyword-rich	<input type="checkbox"/>
Technical	Core Web Vitals pass (LCP under 2.5s, CLS under 0.1)	<input type="checkbox"/>
Images	All images have descriptive, keyword-relevant alt text	<input type="checkbox"/>
Images	Images compressed (WebP format preferred)	<input type="checkbox"/>
Links	3-5 internal links per post with descriptive anchor text	<input type="checkbox"/>
Links	1-2 relevant, authoritative external links added	<input type="checkbox"/>
Schema	FAQ or Article schema added via Yoast or JSON-LD	<input type="checkbox"/>