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28-Point
On-Page
SEO Checklist
2025 

IDENTIFY TARGET KEYWORDS

Identify and strategically use keywords that align with user intent to enhance search rankings and create engaging audience-focused web pages.

SHORT DESCRIPTIVE URL

Use concise, keyword-rich URLs for better ranking and user clarity

CANONICAL TAGS

Use canonical tags to avoid duplicate content issues and indicate the preferred version of the page.

OPTIMIZE THE TITLE TAG AND META DESCRIPTION

Write a clear, concise meta title and a captivating meta description that summarizes the content and includes the target keyword.

TITLE WRAPPED IN H1

Ensure the main title is wrapped in an H1 tag for SEO hierarchy.

CONTENT STRUCTURE

Structure the content to ensure it aligns with web page design compliance, enhancing the overall user experience.

ALIGNS CONTENT WITH SEARCH INTENT

Create content that directly answers what users are searching for—information, products, or services—and provide clear solutions to achieve better user retention, especially in the web page's initial stage.

DESCRIPTIVE SUBHEADINGS

Use H2, H3, etc., to organize content and improve readability.

ADD ENGAGING VISUAL CONTENT

Include images, videos, or infographics to enhance user engagement.

COVERS THE TOPIC IN FULL

Provide comprehensive and in-depth coverage of the topic, exploring various subtopics and offering valuable insights.

INFORMATION GAIN

Provide comprehensive coverage by addressing semantic topics, exploring various subtopics, and offering valuable, unique information that sets your content apart from others on the web.

SHOWCASES EXPERIENCE AND EXPERTISE

Build credibility by showcasing expertise and backing up claims with data, sources, or case studies while adhering to Google's specified EEAT guidelines.

CALL TO ACTION

To improve conversions, we will add well-researched, actionable content through CTA (Call to Action) buttons.

 UNDERSTANDING USER ENGAGEMENT METRICS

Updates will be made to the webpage based on the user journey to enhance engagement and reduce bounce rates.

 OPTIMIZED FOR FEATURED SNIPPETS

Format content to target featured snippets, including lists, tables, or direct answers to common questions.

 SCHEMA ADDITION

Implementing schema markup in the web page's HTML to boost visibility in search results.

 IMAGE OPTIMIZATION

Include descriptive alt text for all images to improve accessibility and help search engines index the content.

 INTERNAL LINKS TO OTHER PAGES

Linking to related content on the website helps improve navigation and boost page authority.

USEFUL LINKS TO EXTERNAL RESOURCES

Provide authoritative, relevant external links for added value.

INTERNAL LINKS FROM OTHER PAGES

Adding informative pages to your website and linking them to conversion pages helps boost sales.

EXTERNAL LINKS TO AUTHORITATIVE RESOURCES

Include links to high-quality, relevant external websites to support your content and add authority.

SCHEMA ADDITION

Implementing schema markup in the web page's HTML to boost visibility in search results.

ANCHOR TEXT OPTIMIZATION

Add relevant anchor text to hyperlinks linking to authoritative pages to target the right keyword for the right content.

PAGE LOADING SPEED

Compress images, enable caching, and reduce unnecessary scripts to improve loading time.

MOBILE-FRIENDLINESS

Ensure the website is fully responsive and optimized for mobile devices, providing a seamless experience across all screen sizes.

SEO-FRIENDLY NAVIGATION

Ensure your website has a clear, intuitive, and easy-to-navigate structure for users and search engines.

SOCIAL SHARING BUTTONS

Add social sharing buttons to encourage users to share the content, helping to amplify your content reach.

CONTENT UPDATES

Regularly update content to keep it fresh and relevant, improving user experience and supporting better search engine rankings.

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