

On-Page SEO Checklist

An on-page SEO checklist covers everything you control on a single page: search intent, title tag, meta description, URL, headings, topical coverage, internal links, images, structured data, and passage level clarity for AI search.

14 checks · 12 sections · For: Content writers, editors, SEOs

Site: _____ Checked by: _____ Date: _____

SEARCH INTENT

☐	Match search intent	Page format matches what ranks for the query	High
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TITLE TAG

☐	Write the title tag	Unique, includes the primary topic, readable length	High
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META DESCRIPTION

☐	Write the meta description	Summarizes the page and encourages clicks	Medium
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URL

☐	Set the URL	Short, descriptive and lowercase	Medium
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HEADINGS

☐	Set the H1	One H1 that states the topic	High
☐	Structure H2 to H6	Subheadings follow a logical outline	Medium

CONTENT

☐	Cover the topic fully	Covers entities, attributes and questions related to the topic	High
☐	Add original information	Includes data, examples or insights not found elsewhere	High

INTERNAL LINKS

☐	Add internal links	Links to and from relevant pages with descriptive anchors	Medium
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IMAGES

☐	Optimize images	Compressed, sized correctly, with alt text	Low
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STRUCTURED DATA

☐	Add schema	Relevant schema type added and validated	Medium
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OPEN GRAPH

☐	Add social tags	Open Graph and Twitter tags set	Low
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AI SEARCH

☐	Write citable passages	Clear answers in short self-contained paragraphs	Medium
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FINAL REVIEW

☐	Run final page review	Page returns 200, is indexable and canonical	High
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Common mistakes

- Writing titles for keywords rather than intent
- Multiple H1s from page builders
- Covering the head keyword but missing related entities and questions
- No internal links to new pages
- Images without alt text or compression

When to run this checklist

- Before publishing new pages
- When refreshing underperforming content
- When a page ranks on page two
- During content audits

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.