

On-Page SEO Checklist

for Beginners — 2026 Edition

Apply this checklist to every post you publish. One post at a time.

CHECKLIST ITEM	POST 1	POST 2	POST 3	DONE
1 Choose One Focus Keyword Pick one keyword before writing. Min 500 searches/month, difficulty under 40.	☐	☐	☐	☐
2 Place Keyword in Right Spots Title (first 3-4 words), intro (first 100 words), one H2, meta description, one alt text.	☐	☐	☐	☐
3 Write an SEO Title That Gets Clicks Under 60 characters. Add a number, year, or benefit. Don't just describe — persuade.	☐	☐	☐	☐
4 Write a Meta Description Like an Ad 150-160 characters. Include keyword, state the benefit, add a soft call to action.	☐	☐	☐	☐
5 Clean Up Your URL Slug Short, keyword-first, no dates. Example: yoursite.com/on-page-seo-checklist	☐	☐	☐	☐
6 Structure Headings Correctly One H1 (auto). H2s for main sections. H3s for sub-points only when needed.	☐	☐	☐	☐
7 Write Content That Answers the Question Cover the topic completely. Use examples. No filler. Depth ranks, length doesn't.	☐	☐	☐	☐
8 Add 2-4 Internal Links Link to related posts using descriptive anchor text, not 'click here'.	☐	☐	☐	☐
9 Add 1-2 External Links Cite credible sources — Google Search Central, Ahrefs studies, industry reports.	☐	☐	☐	☐
10 Optimize Every Image Rename files, convert to WebP, compress under 100KB, write descriptive alt text.	☐	☐	☐	☐
11 Check and Improve Page Speed Use W3 Total Cache, lightweight theme (GeneratePress/Astra), run PageSpeed Insights.	☐	☐	☐	☐