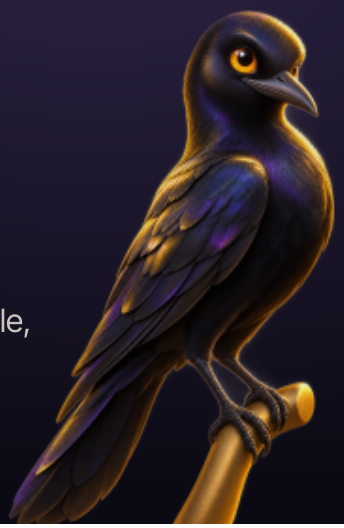
SEO Birdy

On-Page SEO Checklist

24 checks to run on every page before it goes live, plus a worksheet for your title, description and H1.

FREE GUIDE · NOVEMBER 2026 · SEOBIRDY.COM



How to use this checklist

Print one copy per page you're optimizing. Work top to bottom: the last group (page-level tags) decides whether the page can appear at all, so if you're auditing an existing page, check group 6 first.

Page URL: _____ **Date:** _____

Main keyword: _____ **Type:** service · location · guide · product

1. Title, description and sharing

- [ ] **Title tag is unique to this page.** No two pages share a title. Avoid "Home" and boilerplate.
- [ ] **Topic first, about 50 to 60 characters.** The service or subject comes first, in the words customers search.
- [ ] **Brand last, after a delimiter.** `Emergency Plumber in Tampa, FL | Bayside Plumbing`
- [ ] **Meta description is unique, 120 to 160 characters.** The answer, a proof point and a reason to click.
- [ ] **Open Graph tags set.** og:title, og:description and a 1200 × 630 og:image for link previews.

2. URL and headings

- [ ] **Short, readable URL.** Lowercase words joined by hyphens. 301-redirect the old URL if you change it.
- [ ] **Exactly one H1.** It states the page's topic and matches the title's intent.
- [ ] **H2s phrased like real searches.** "How much does a water heater replacement cost in Tampa?"
- [ ] **H3s for steps and options** under each H2, in a logical order.

3. Content

- [ ] **Page type matches search intent.** Search the keyword and build the type of page that already ranks.
- [ ] **Answer in the first 100 words**, with the main keyword said naturally.
- [ ] **Follow-up questions covered.** Cost, timing, options, problems, how to choose.

- [ ] **No keyword stuffing.** No repeated phrases, no lists of keywords, no hidden text.
- [ ] **Experience shown.** Real photos, specific prices or ranges, areas served, who wrote it.
- [ ] **Facts still current.** Prices, staff, hours, offers and years.

4. Images

- [ ] **Alt text on every meaningful image.** A literal description; decorative images get `alt=""`.
- [ ] **Descriptive file names**, and images placed near the text they support.
- [ ] **Compressed and right-sized**, WebP or AVIF where possible, with width and height set.

5. Links

- [ ] **3 to 5 or more internal links out**, with anchors that describe the destination.
- [ ] **Linked from other pages.** Not an orphan; also listed in the XML sitemap.
- [ ] **External links where useful.** Paid links get `rel="sponsored"`, comment links `rel="ugc"`.

6. Structured data, local details and page-level tags

- [ ] **JSON-LD matching the page type**, tested in Google's Rich Results Test.
- [ ] **LocalBusiness (or Plumber, Dentist…) schema** on the homepage and location pages.
- [ ] **Name, address and tap-to-call phone** on the page, matching your Google Business Profile; city named in the copy.
- [ ] **A short FAQ** answering the questions customers ask before they buy.
- [ ] **Page-level tags:** self-referencing canonical, no stray `noindex`, viewport meta tag, `lang` on `<html>`.

> **Quick source check.** Open the page, press Ctrl+U (Cmd+Option+U on a Mac) and search for: `<title>`, `name="description"`, `<h1`, `alt=`, `rel="canonical"` and `noindex`. You'll find most problems in two minutes.

When to run this checklist

- [ ] Before every new page goes live
- [ ] Every quarter on your ten most important pages
- [ ] After a redesign, theme change, plugin update or site migration
- [ ] Whenever a page's clicks drop in Search Console

> **After you publish changes,** request a recrawl with the URL Inspection tool in Google Search Console. Google says title changes can take a few days to a few weeks to show. Re-check rankings and clicks after about a month.

Worksheet: draft the three lines that matter most

Write them here before you touch the CMS. Count the characters, including spaces.

Title tag (aim for 50 to 60 characters, topic first, brand last)

chars

chars

Meta description (120 to 160 characters: answer + proof + reason to click)

chars

H1 (can be longer and more natural than the title, same topic)

Three pages that should link here, and the anchor text for each

Linking page	Anchor text

Fix-first order for an existing page

Order	Problem	Why first
1	Stray noindex, wrong canonical, or an error status	The page can't appear at all until this is fixed
2	Missing or duplicate title and meta description	Your listing is unclear or written by Google from random text
3	No H1, or several	The main topic is ambiguous
4	Thin content that misses the follow-up questions	Nothing to rank for beyond the exact keyword
5	Missing alt text, few internal links, no schema	Lost context and discovery
6	Open Graph, lang, small speed fixes	Polish: worth doing, rarely the reason a page doesn't rank



Free tools from SEO Birdy

Website SEO Audit, AI Visibility Audit and Fan-Out Map at seobirdy.com/tools. The full guide behind this checklist: www.seobirdy.com/blog/on-page-seo-checklist