

MAKE THE PAGE EASIER TO UNDERSTAND

# On-Page SEO Checklist

On-page SEO is clarity work. Use this after you draft a service page or guide so buyers and search engines can understand what the page is about.

## **Title matters**

The title is often the first promise people see.

## **Headings organize**

Headings should guide the buyer through the page.

## **Internal links help**

Related pages should support each other.

# Optimize the Page

Work through these before publishing or updating an important page.

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- Title tag includes service, location when relevant, and a reason to click.
- H1 clearly names the page topic.
- Headings answer buyer questions in a logical order.
- URL is short, readable, and specific.
- Meta description explains the service, location, and next step.
- Internal links connect related services, guides, and proof.
- Images are real, relevant, named descriptively, and have useful alt text.

# Page Details

Use this to document the updated page basics.

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**PAGE URL**

**TITLE TAG**

**H1**

**META DESCRIPTION**

**PRIMARY INTERNAL LINKS**

**IMAGES TO RENAME OR REPLACE**

# Do Not Do SEO Like It Is 2011

A page should not read like someone spilled keywords into a blender.

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- Do not keyword-stuff headings.
- Do not copy the same city paragraph onto every page.
- Do not chase fake word counts.
- Do not use stock photos as proof.
- Do not write for search engines before writing for buyers.