On-Page SEO Inspection Checklist

1. Keyword Research and Optimization

- ☐ Identify relevant keywords for each page.
- ☐ Ensure keywords are strategically placed in titles, meta descriptions, headings, and content.
- ☐ Check for keyword stuffing and ensure natural keyword integration.

2. Content Quality and Relevance

- ☐ Evaluate content for uniqueness, relevance, and value to the target audience.
- ☐ Check for proper use of headings, subheadings, and formatting.
- ☐ Ensure content is well-structured and easy to read.

3. Meta Tags and Descriptions

- ☐ Review meta titles and descriptions for relevance and keyword optimization.
- ☐ Ensure meta tags accurately reflect the content of the page.
- ☐ Optimize meta tags for click-through rates.

4. URL Structure

- ☐ Check for SEO-friendly URLs that are descriptive and contain relevant keywords.
- ☐ Ensure URLs are concise, readable, and include hyphens to separate words.

5. Internal Linking

- ☐ Verify internal links are relevant and help users navigate the site.
- ☐ Check for broken links and fix any redirects.
- ☐ Ensure anchor text is descriptive and includes relevant keywords.

6. Image Optimization

- ☐ Check image alt text for descriptive and keyword-rich content.
- ☐ Compress images for faster loading times.
- ☐ Ensure images are relevant to the content and enhance user experience.

7. Mobile-Friendliness

- ☐ Test website responsiveness on various devices and screen sizes.
- ☐ Ensure mobile usability for a seamless user experience.
- ☐ Optimize for mobile page speed.

8. Page Speed and Performance

- ☐ Use tools like Google PageSpeed Insights to analyze and improve loading times.
- ☐ Compress CSS, JavaScript, and HTML files.
- ☐ Optimize server response times and leverage browser caching.

9. Schema Markup

- ☐ Implement structured data markup to enhance search engine visibility.
- ☐ Use schema.org guidelines to mark up relevant content.
- ☐ Test structured data using Google's Structured Data Testing Tool.

10. Social Sharing Integration

- ☐ Ensure social sharing buttons are present and functional.
- ☐ Optimize Open Graph tags for social media platforms.
- ☐ Encourage social sharing to increase visibility and engagement.

11. Check for Duplicate Content

- ☐ Use tools like Copyscape to identify and resolve duplicate content issues.
- ☐ Ensure canonical tags are correctly implemented.
- ☐ Monitor for scraped content and take necessary actions.

12. Monitor and Analyze Performance

- ☐ Set up Google Analytics and Google Search Console for tracking website performance.
- ☐ Monitor organic traffic, keyword rankings, and user engagement metrics.
- ☐ Use data to make informed decisions and continuously optimize on-page SEO.

By following this comprehensive checklist, you can ensure that your website is optimized for search engines and provides a great user experience, ultimately improving your online visibility and driving organic traffic.