



On-Page SEO Worksheet

How to Use: This is a guide for elements you want to have on every webpage. It's not comprehensive, but will help your website move in the right direction. Try to get as much optimized as possible. Some done is better than none done.

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On-Page SEO Checklist Terms

<input type="checkbox"/>	Alt Tag: The alternate name for an image. If the image “breaks” this text will display. Also, this is used by web readers. One of the elements for ADA Compliance.
<input type="checkbox"/>	Bold: Embolden a keyword at least once.
<input type="checkbox"/>	Content: 350 Words minimum - 800 characters is ideal. Content should be unique, original, and quality. Think EAT: Expertise, Authority, Trustworthiness.
<input type="checkbox"/>	H1: Header Tag. Think intro to the page, like the chapter of a book.
<input type="checkbox"/>	H2 - H6: Sub-headers, should intro into sections of content. Use keyword at least once in at least one of these. Use to make content skim-able.
<input type="checkbox"/>	Image(s): Add at least one image. Add Alt Text with the primary keyword. Size the image correctly.
<input type="checkbox"/>	Italics: Italicize a keyword at least once.
<input type="checkbox"/>	Keyword: What is the primary keyword for this page?
<input type="checkbox"/>	Keyword Usage %: Use the keyword to about a 3% concentration
<input type="checkbox"/>	Link(s) - External: Add links to relevant content to other High-Quality Sites. Use an “Open New Tab link”
<input type="checkbox"/>	Link(s) - Internal: Add links to relevant content on the site
<input type="checkbox"/>	Meta Description: Use the keyword near the front of the paragraph. Describe the page. Use fewer than 320 characters. This shows up on the Search Engine Results Page (SERP) right under the URL link. Should be descriptive and entice people to click.
<input type="checkbox"/>	Page Name: What is the name of the page or the page URL?
<input type="checkbox"/>	Page Title: The title of the page, shows on the browser tab. Keep under 70 Characters.
<input type="checkbox"/>	Purpose of Page: This information is not applied to a page, but should help to provide a focus for the other fields.
<input type="checkbox"/>	Readability: Is this content readable by most people? Check your Spelling and Grammar
<input type="checkbox"/>	Related Keywords: What is are keywords that are related, show intent, and align with your sales goals?
<input type="checkbox"/>	Skim-able: Use headers and breaks to make the page easy to skim.
<input type="checkbox"/>	Structured Data: Extra markups in the code that improve Search Results Pages (SERP) (Optional)

Use this form as a guide for your efforts per page.

Page Name			
Purpose of Page			
Keyword		Keyword Use %	
Related Keywords			
Page Title (70 Characters)			
Meta Description (320 char)			
H1		H2 - H6	
Image		Alt Tag	
Readability		Skimable	Y / N
Bold		Italics	
Link(s) - Internal			
Link(s) - External			
Structured Data			
Content			

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Questions: Contact joshuam@waymakerseo.com

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