



On-Page SEO Checklist

www.onpage.com

Basic Set-up

- Set Up Google Search Console
- Add Bing Webmaster Tools
- Set Up Google Analytics
- Configure SLO Plugin
- Submit Sitemap
- Create a Robots.txt
- Check Search Console for Manual Actions
- Google Can Actually Index Your Website

Keywords

- Identify Competitors
- Find Long-Tail Keywords
- Main 'Money' Keywords
- Create Keyword Map
- Analyze The Intent of Ranking Pages
- Identify Questions

- Find Difficulty Score of Target Keywords

Technical

- Check HTTPS Status
- Check Duplicate Versions
- Fix Crawl Errors
- Improve Site Speed
- Fix Broken Internal Links
- Fix Broken Outbound Links
- Fix HTTP Links on HTTPS Pages
- Test for Mobile-Friendliness
- Check URL Structure
- Add Structured Data
- Check Page Depth of Your Site
- Check Temporary 302 Redirects
- Fix Redirect Chains and Loops
- Analyze URLs blocked by robots.txt

Content

- Scan for Missing/Duplicate Title Tags
- Scan for Missing/Duplicate Meta Descriptions
- Fix Multiple H1 Tags

- Improve Title Tags
- Improve Meta Tags
- Improve Quality Page Content
- Run Content Audit
- Prune Content
- Check Image Alt Tags
- Grow Internal Linking
- Fix Keyword Cannibalization Issues
- Fix Orphaned Site Pages
- Make Website Content Up To Date
- Review 404 URLs
- Optimize Image File Size

Off Page

- Analyze Competitor's Backlinks
- Conduct Link Intersect Analysis
- Turn Unlinked Mentions Into Links
- Find Link Building Opportunities
- Optimize Google My Business

Canonical

- Check Canonical links

- Fix Canonical links to non-200 URLs
- Find Canonical links to non-canonical URLs
- Scan for Canonical links to noindex URLs

Robots Directives

- Links to Index URLs
- Link to Noindex URLs
- List Dofollow links
- List Nofollow links

Response Code

- Links to URLs blocked by robots.txt
- Links to 2xx (Success) URLs
- Links to 3xx (Redirection) URLs
- Links to 4xx (Client error) URLs
- Links to 5xx (Server error) URLs
- Links to No response URLs

Social Tags

- Incomplete Open Graph tags
- Pages Missing all Social Tags

- Open Graph Tags Implementation Status
- og:type Distribution
- Open Graph Tags Distribution
- Basic Twitter Card Tags Implementation status
- Twitter Card Types Distribution
- Pages with "summary with large image" Twitter card

JavaScript

- HTTP status codes distribution
- Protocols distribution
- File size distribution
- Load time distribution
- JavaScript resources by number of references
- Internal pages by number of JavaScript resources
- Top domains hosting JavaScript resources