Brandella Journal

On-Page SEO checklist

Project: _____ Date: _____

- [ ] Page is indexable and the canonical points to itself
- [ ] Focus keyword chosen and checked against search intent
- [ ] Title tag is unique, names the topic early and fits in about 60 characters
- [ ] Meta description is unique and summarises this page in 1 or 2 sentences
- [ ] One clear H1 that names the topic
- [ ] First paragraph answers the main question and uses the keyword naturally
- [ ] Question headings for the follow up questions readers ask
- [ ] Original value added (own data, photos, tests, examples or experience)
- [ ] Byline with a link to an author page, and a visible update date (articles and guides)
- [ ] Every meaningful image has short, specific alt text
- [ ] At least 3 related pages link to this page with descriptive anchor text
- [ ] No generic click here or read more links
- [ ] Structured data fits the page and passes the Rich Results Test
- [ ] URL is short and readable (never changed without a redirect)
- [ ] Core Web Vitals checked in PageSpeed Insights field data
- [ ] Page row updated after every fix, and a quarterly re audit date set

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/on-page-seo/