

# 2017 On-Page SEO Checklist

We've compiled an exhaustive list of on-page SEO factors updated for 2017. Please keep in mind this is only a checklist, and not a full guide to on-page SEO. If you are looking for an on-page SEO guide check ours out, or buy our book on Amazon.

Keep in mind that on-page SEO is really 2-sided: the on-page that is performed on a site-wide level such as the robots.txt file and the responsiveness of your site, and the page-level on-page such as title tags and an h1 tag, for example. We've combined both factors here, so be sure to recognize that as you are working.

This on-page SEO checklist is useful when working with a new website audit, or auditing a page or site that you haven't worked on recently.

To view the web version, check out our official on-page SEO checklist.

<http://www.elite-strategies.com/learn-seo/on-page-seo-checklist/>

## No-Index Tag Presence

Make sure your page isn't no-indexed  
could ruin your day


## Title Tags

proper HTML  
no more than 512 pixels or about 70 characters  
does it make sense  
grammar / spelling check  
is it helpful to users?  
contains the keyword you wish to rank for


## Meta Description

proper HTML and no errors  
does it make sense?  
grammar / spelling check  
is it helpful to users?


512 pixels (x2) or about 140 characters  
contains keyword you wish to rank for


### H Tags

h1 tag on every page containing target keyword  
proper HTML  
does it make sense?  
grammar / spelling check  
provides useful heading


### LSI / Synonyms

use synonyms for keyword  
use natural language, not robot speak


### Rel=Canonical

can combat duplicate content  
use only when necessary


### Social Sharing Buttons

can increase engagement  
might bring in some links


### Outbound Links

link to helpful websites within your niche  
link to authoritative sites within your niche


### Internal Links

link to helpful pages within your website  
link to most popular pages on your website


### Website Speed

website should load in under 2 seconds  
sub-pages should load in under 2 seconds

  

### XML Sitemap

Helps Google Crawl  
Necessary part of any website

  

### Schema Markup

Use JSON-LD  
Use our friendly JSON-LD generator  
Use right type of markup e.g. review, person, book  
Depends on type of page

  
  
  

### Images

Make sure images are helpful  
do you own the images  
proper size in pixels  
proper size in file size  
alt tags should properly describe the images

  
  
  
  

### URL / permalink

does URL make sense  
proper spelling and grammar  
don't use words like "a" or "and"  
pretty URL's

  
  
  

### Responsive

does page pass the mobile friendly test?  
does website and page look good on phone, tablet, etc?  
use Chrome dev tools to emulate devices like iPhone

### Render Blocking Resources

make sure JS and CSS not loading before DOM

make sure allowed in robots.txt

use Chrome / Firefox dev tools


### SSL / HTTPS

is it installed?

is it installed correctly?


### AMP

is it installed?

is it installed correctly?

is it optimized?


### Anchor Text

beware of over optimization

should be helpful cue

contains keywords if possible


### Site Structure

plan site structure

pages in hierarchy? e.g. /phones/cases/iphones vs iphone-cases/iphones


### Panda Risk Assessment

low quality content

grammar / spelling

outbound links


### Advertisements

placement of ads above fold?

size of ads


ad load time	<input type="checkbox"/>
<b>Robots.txt</b>	
block admin pages	<input type="checkbox"/>
allow robots to crawl important pages	<input type="checkbox"/>
dont block CSS or JavaScript	<input type="checkbox"/>
<b>.htaccess</b>	
pretty permalinks	<input type="checkbox"/>
smart redirects if necessary	<input type="checkbox"/>
<b>Modifiers in Title and Description</b>	
use words like "top" "best" and "2017"	<input type="checkbox"/>
score long tail keywords	<input type="checkbox"/>
<b>Keyword Density</b>	
use target keyword in first part of article	<input type="checkbox"/>
not too dense	<input type="checkbox"/>
<b>Word Count</b>	
studies show longer content can sometimes rank better	<input type="checkbox"/>
be aware of overall word count	<input type="checkbox"/>
<b>Bounce Rate and Dwell Time</b>	
keep visitors on site as long as possible	<input type="checkbox"/>
use tricks like "similar posts"	<input type="checkbox"/>
<b>Encourage Engagement</b>	
blog comments may help with ranking	<input type="checkbox"/>
signals like "like" "heart" and "upvote" might help	<input type="checkbox"/>

## Content Freshness

if you update content, consider updating the date  
don't post content just to post it  
Google likes fresh websites


## Privacy Policy

a good idea to have one anyway  
adds legitimacy to site


## Main Navigation

Should link to most popular pages  
internal linking opportunity  
Only link to most important pages


## Side and Bottom Navigation

internal linking opportunity  
link to most popular pages


## Server Optimization

check for 404s and other errors  
make sure old websites not indexed / present  
check for malware  
security check / scanning


## Evergreen Content

Be sure to update for accuracy  
Link to internally from website


## Hidden CSS or text?

look for display:none

--

white text on white background for e.g.



**Google Analytics installed and working**



**Google Search Console installed and verified**