

Aluxads onpage SEO checklist

Page	Keyword	Date	PASS	PARTIAL	FAIL
01 Title tag: keyword early, 30 to 60 characters					
Your exact keyword appears in the title tag.			☐	☐	☐
The keyword sits in the first 30 characters.			☐	☐	☐
The whole title runs 30 to 60 characters, brand name included.			☐	☐	☐
02 H1: your keyword, worded apart from the title					
Your exact keyword appears in the H1.			☐	☐	☐
The H1 reads differently from the title tag.			☐	☐	☐
When the two match on purpose, note why, for example the H1 carries the plural.			☐	☐	☐
03 H2s: one heading with the exact phrase					
At least one H2 holds your exact keyword phrase.			☐	☐	☐
Each question searchers ask gets its own H2 or H3.			☐	☐	☐
The direct answer sits in the first 40 to 60 words under that heading.			☐	☐	☐
04 Body copy: the keyword three times or more					
Your exact keyword appears three times or more.			☐	☐	☐
The first paragraph carries it once.			☐	☐	☐
Every mention reads as a natural sentence.			☐	☐	☐
Links sit on words already there, never on a sentence added for them.			☐	☐	☐
05 Meta description: keyword first, 150 to 160 characters					
Your exact keyword appears in the meta description.			☐	☐	☐
The keyword sits in the first 30 characters.			☐	☐	☐
It runs 150 to 160 characters.			☐	☐	☐
The exact phrase comes first, then what the page offers.			☐	☐	☐
130 to 149 characters is fine when Google cuts the line on desktop.			☐	☐	☐
06 Image alt text: the keyword in one alt					
List the alt text of every image on the page.			☐	☐	☐
At least one alt holds your exact keyword.			☐	☐	☐
07 URL: every word of the keyword in the address					
Every word of your keyword appears in the URL.			☐	☐	☐
A missing small word such as "in" still counts as a fair partial.			☐	☐	☐

How to score a page with the on page SEO checklist

1. Pick one keyword per page: the search it already shows for in Google Search Console.
2. Pass: the check holds in full. Partial: part of it holds. Fail: none of it.
3. Aim for 7 of 7, with a written reason for every partial.
4. Fix in this order: title, H1, H2, first paragraph, meta description, one alt, body.
5. Write down the score and the date before you change anything.
6. Check the page's rankings again 21 to 28 days later.

Score out of 7

Next check date