



ON-PAGE SEO CHECKLIST 2025

Use this step-by-step checklist to implement the latest on-page SEO techniques and SEO best practices for 2025.

- 1. Optimize Title Tags** - Use primary keyword early, under 60 characters.
- 2. Write Compelling Meta Descriptions** - 150-160 characters, keyword included.
- 3. Use Short, Keyword-Rich URLs** - Keep URLs clean and descriptive.
- 4. Place Keywords in the First 100 Words** - Signal relevance early.
- 5. Use Proper Heading Hierarchy** - H1 for title, H2/H3 for structure.
- 6. Add Internal Links** - Link to 3-5 relevant blogs or pages.
- 7. Link to Authoritative Sources** - Cite credible references.
- 8. Optimize Images with Alt Text** - Use descriptive file names and alt text.
- 9. Improve Page Load Speed** - Use caching, compression, and a CDN.
- 10. Use Schema Markup** - Add structured data for rich results.
- 11. Make Content Mobile-Friendly** - Ensure responsive design.
- 12. Add Engaging Media** - Use videos, infographics, tables.
- 13. Include LSI Keywords** - Add related terms naturally.
- 14. Ensure Strong CTAs** - Guide users with action buttons.
- 15. Update Content Regularly** - Refresh stats and links every 3-6 months.