GOOGOLPLEX MARKETING

CHECKLIST

ON-PAGE SEO CHECKLIST

> Run every important page through these checks before it goes live, and again whenever you update it. Each tick removes a reason for Google, or a visitor, to pass the page by.

SEARCH INTENT AND KEYWORD

- [ ] One main topic per page, with a primary keyword chosen from research rather than guesswork
- [ ] The page format matches what already ranks for that search: guide, service page, product page or comparison
- [ ] No other page on your site targets the same main keyword, so your pages don't compete with each other

TITLE TAG AND META DESCRIPTION

- [ ] A unique title that leads with the main topic and ends with your brand name
- [ ] Title short enough to read in full on a phone: Google cuts long titles to fit the screen width
- [ ] A unique meta description that sums up the page and gives a reason to click
- [ ] Neither is stuffed with repeated keywords

HEADINGS AND CONTENT

- [ ] One clear H1 that states what the page is about
- [ ] H2 and H3 subheadings break the page into scannable sections
- [ ] The opening paragraph answers the main question or says what the page offers
- [ ] Content covers the topic fully and is written for people first
- [ ] Facts, figures and claims are accurate and attributed
- [ ] Spelling and grammar checked

URL

- [ ] Short, readable, lower case, with words separated by hyphens
- [ ] No dates, IDs or filler words unless they're needed

LINKS

- [ ] Links to related pages on your site, using descriptive anchor text, never “click here”
- [ ] At least one relevant page on your site links to this one
- [ ] External links go to trustworthy sources

IMAGES AND MEDIA

- [ ] Images compressed and sized for how they display
- [ ] Descriptive file names and alt text

TRUST AND CONVERSION

- [ ] It's clear who is behind the content: author or business named, with credentials where relevant
- [ ] One obvious next step: call, form, booking or purchase
- [ ] Contact details match the rest of the site

TECHNICAL BASICS

- [ ] Page is indexable (no stray noindex tag) and listed in your XML sitemap
- [ ] Canonical tag points to the preferred URL
- [ ] Works and reads well on a phone
- [ ] Structured data added where relevant and tested in the Rich Results Test

Want a strategist to check this for you?

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