

FREE RESOURCE · 2026 EDITION

On-Page SEO Checklist for Small Business Websites

Every on-page element that matters for ranking in 2026 — tick each box before you hit publish.

How to use this: Run through all 10 sections before publishing any new page, or use it to audit your top 10 existing pages once every 6 months.

1 Keyword Targeting

- ☐ One primary keyword per page — no overlap with other pages
- ☐ 2-4 related secondary keywords identified
- ☐ Checked top-ranking pages to match content format/intent
- ☐ Confirmed genuine search demand exists

6 Content Quality & Depth

- ☐ Fully answers the searcher's question — no thin content
- ☐ Primary keyword used in the first 100 words
- ☐ Secondary/related keywords used naturally
- ☐ Short paragraphs (2-4 sentences) for readability
- ☐ Lists/tables used where they add clarity

2 Title Tag

- ☐ Under ~60 characters
- ☐ Primary keyword near the beginning
- ☐ Unique across every page on the site
- ☐ Written to earn a click, not just rank

7 Internal Linking

- ☐ 2-3+ links to other relevant pages on your site
- ☐ Descriptive anchor text — not "click here"
- ☐ Key pages linked from multiple places, not just homepage
- ☐ No important page buried 3+ clicks deep

3 Meta Description

- ☐ Under ~155 characters
- ☐ Includes primary keyword naturally
- ☐ Reads like an ad — gives a reason to click
- ☐ No duplicates across pages

8 Image Optimization

- ☐ Descriptive alt text on every meaningful image
- ☐ Images compressed before upload
- ☐ Descriptive file names, not "IMG_4827"
- ☐ Image size matches its display size

4 URL Structure

- ☐ Short, readable, descriptive
- ☐ Primary keyword included naturally
- ☐ Hyphens used, never underscores/spaces
- ☐ 301 redirect set up if URL is ever changed

9 Page Experience

- ☐ Fast mobile load time (PageSpeed Insights checked)
- ☐ Displays correctly on mobile screens
- ☐ No intrusive pop-ups blocking content on load
- ☐ Text legible without zooming

5 Heading Structure

- ☐ Exactly one H1 per page
- ☐ Primary keyword in the H1
- ☐ H2s break content into clear sections
- ☐ H3s used for sub-points, no skipped levels

10 Schema & Conversion

- ☐ Relevant schema markup added (Article/FAQ/LocalBusiness)
- ☐ Schema tested with Google's Rich Results Test
- ☐ Clear CTA placed naturally after content delivers value

Want a professional review instead?

We'll audit your top pages against this exact checklist — free, no obligation.

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