

# On-Page SEO Audit and Improvement Checklist

On-page SEO is an ongoing process of optimization, experimentation, and improvement. This checklist will help you make sure you've got the basics down.

- ☐ Are the pages optimized for SEO and liberally using the most important keywords?
- ☐ Do all pages load within 2 seconds?
- ☐ Do all pages have headlines?
- ☐ Does each headline have an H1 tag and subheads have H2 tags?
- ☐ Do all pages have a reasonable amount of body copy and avoid thin content?
- ☐ Does each page have a target keyword and does it appear with 3% keyword density?
- ☐ Do all pages have unique title tags?
- ☐ Do all pages have unique meta descriptions?
- ☐ Do all pages have images? Do all images have alt tags?
- ☐ Do all pages have internal links pointing to and from the page?
- ☐ Do all internal links use keyword-rich anchor text?

## About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands, such as 3M, Microsoft, and Nike as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.