

On-Page SEO Rules & Checklist

A practical table covering the key on-page SEO elements to optimize for search visibility and user experience.

SEO Element	Recommended Rule
Page URL	Short, descriptive, lowercase, use hyphens. Example: /fast-food-juhu
Primary Keyword	Choose 1 main keyword per page.
Page Title	Ideally 50–60 characters; place the primary keyword near the beginning.
Meta Description	Around 150–160 characters; include keyword + benefit + CTA.
H1 Heading	Use only 1 main H1; clearly describe the page.
H2/H3 Headings	Organize content logically and include relevant secondary keywords naturally.
Page Content	Useful, original, relevant content; avoid keyword stuffing.
Keyword Placement	Naturally include the keyword in title, H1, introduction, headings, URL and relevant body text.
Images	Compress images and use descriptive ALT text.
Internal Links	Link relevant pages together using descriptive anchor text.
External Links	Link to trustworthy, relevant sources where useful.
Mobile Friendly	Page must work properly on phones and tablets.
Page Speed	Optimize images, CSS, JavaScript and other resources.
HTTPS	Website should use HTTPS.
Schema Markup	Add relevant structured data such as LocalBusiness, Product, FAQ, etc.
Canonical URL	Set the correct canonical URL to avoid duplicate-content issues.
SEO-Friendly Content	Answer the user's search intent clearly and completely.
URL Structure	Avoid unnecessary parameters, numbers and very long URLs.
Images	Use WebP/AVIF where practical and descriptive filenames.
Readability	Short paragraphs, clear headings, bullets and easy-to-scan content.

Quick SEO Checklist: URL → Title → Meta Description → H1 → H2/H3 → Content → Keywords → Images/ALT → Internal Links → Schema → Mobile → Speed → Canonical