



On-Page SEO Checklist

A practical guide for small businesses to improve rankings, increase organic traffic, and create better-performing pages.

Keyword Research

Keyword research helps you understand what potential customers search for so you can create pages that match their intent and attract more qualified traffic.

Example: Instead of targeting “SEO,” target “SEO services for small businesses” or “small business SEO checklist.”

- Choose 1 primary keyword for the page
- Identify 3–5 supporting keywords or variations
- Focus on long-tail search phrases
- Analyze competitor keywords
- Match the keyword with search intent
- Map one keyword theme to each page

Title Tags

Title tags are one of the strongest on-page signals and often the first thing users see in search results, so they should be clear, relevant, and compelling.

Example: “Affordable SEO Services for Small Businesses | Echo & Scale”

- Keep title between 50–60 characters
- Place the primary keyword near the start
- Include a benefit or value proposition
- Write a unique title for every page

Meta Descriptions

Meta descriptions summarize your page and can improve click-through rate by giving searchers a stronger reason to visit your site.

Example: “Improve your Google rankings with expert SEO for small businesses. Book a free consultation today.”

- Keep descriptions under 160 characters
- Include the primary keyword naturally
- Add a clear call to action
- Make each description unique

Headers

Headers organize your content for users and search engines, making the page easier to scan and helping Google understand the page structure.

Example: H1: On-Page SEO Checklist, H2: Keyword Research, H3: Best Practices

- Use one H1 per page
- Include the main keyword in the H1
- Use H2 and H3 tags to organize sections
- Maintain a logical heading hierarchy

Content Quality

Strong on-page SEO content answers real customer questions, demonstrates expertise, and keeps users engaged long enough to take action.

Example: A service page or blog post that explains practical SEO tips for small business websites in plain language.

- Write at least 500–800 words where appropriate
- Include the keyword in the first 100 words
- Answer common customer questions
- Use short paragraphs and lists for readability
- Avoid keyword stuffing

Image SEO

Optimized images improve page speed, accessibility, and relevance, while also helping search engines understand the visual content on the page.

Example filename: small-business-seo-checklist.jpg

- Use descriptive image filenames
- Add alt text to every important image
- Compress images for faster loading
- Make sure images are responsive on mobile

Internal Links

Internal links connect relevant pages on your website, help distribute authority, and guide users toward related services or resources.

Example: Link a blog post about SEO basics to your SEO services page or technical SEO page.

- Link to relevant pages within your site
- Use descriptive anchor text
- Add 2–5 internal links per page when helpful
- Avoid orphan pages with no internal links

Mobile Optimization

Google prioritizes mobile usability, so every page should load quickly, display properly, and be easy to use on smaller screens.

Example: A responsive page layout that adjusts cleanly across desktop, tablet, and mobile devices.

- Use responsive design
- Improve mobile page load speed
- Use readable font sizes
- Make buttons and links easy to tap

Technical SEO

Technical SEO makes it easier for search engines to crawl, index, and understand your website, which supports better rankings over time.

Example: Submit an XML sitemap in Google Search Console and fix broken links that hurt crawlability.

- Use HTTPS across the site
- Improve page speed and Core Web Vitals
- Submit an XML sitemap
- Configure robots.txt correctly

- Fix broken links and crawl errors

Performance Tracking

SEO is an ongoing process, so you need to measure what is working, identify opportunities, and keep improving your highest-value pages.

Example: Track organic traffic, rankings, and form submissions in analytics tools to see which pages drive leads.

- Monitor organic traffic trends
- Track keyword rankings
- Measure conversions and leads
- Review top-performing pages regularly
- Refresh outdated content over time

Need Help With SEO?

Echo & Scale helps small businesses improve organic visibility through SEO strategy, content optimization, and technical improvements that support long-term growth.

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