

On-Page SEO Checklist for Indian Businesses

20 non-negotiable factors • 2026 • Printable page-by-page audit

How to use: Go through this checklist for every important page, and again whenever the page is edited.

Page URL: _____

Part A — Content

- I've checked the top 10 Google results for this keyword, and my page matches their format and intent.
- This page targets one main topic; no other page on my site competes for it.
- The page includes our own numbers, photos, examples or experience.
- The main question is answered in the first 60 words.
- Prices are in ₹ with GST status clear; Indian formats and terms are used.
- If we have language versions, each has its own URL and correct hreflang tags.

Part B — HTML elements

- The title tag is unique, has the main keyword near the start, and is roughly 50 to 60 characters.
- The meta description is unique, accurate, and around 140 to 160 characters with one concrete detail.
- There's one H1, close in meaning to the title, and H2s/H3s form a logical outline.
- The URL is short, lowercase, hyphenated and descriptive; any old URL is 301-redirected.
- Images are compressed (WebP/AVIF), resized, have width/height set and descriptive alt text.
- The page links to 2 or more relevant pages, and 2 or more pages link to it, with descriptive anchor text.

Part C — Trust

- The author's real name, photo and credentials are shown, linked to an author page.
- Business name, address with PIN, +91 phone, email and hours are on the page and match Google Business Profile.
- Privacy, refund/return, shipping and grievance officer details are linked in the footer (if applicable).
- A "Last updated" date is shown, and facts, prices and rules on the page are current.

Notes / fixes needed:

On-Page SEO Checklist — Page Experience & Technical

Continue the same page audit; check the items below before publishing or after major edits.

Part D — Page experience

- All content, headings and structured data on desktop also appear on mobile.
- Mobile PageSpeed Insights / Search Console shows LCP ≤ 2.5 s, INP < 200 ms, CLS < 0.1 (or a plan to get there).
- The site loads on HTTPS with no mixed-content warnings.
- No full-screen pop-up covers the content on arrival.

Metric	What it measures	Good score
Largest Contentful Paint (LCP)	How fast the main content shows up	2.5 seconds or less
Interaction to Next Paint (INP)	How quickly the page reacts to taps and clicks	Under 200 milliseconds
Cumulative Layout Shift (CLS)	How much the layout jumps around while loading	Under 0.1

Part E — Machine-readable

- Structured data matches visible content and passes the Rich Results Test.
- The canonical tag points to the right URL, there's no stray noindex, and robots.txt doesn't block the page.
- The URL is in the XML sitemap and shows as indexed in Search Console's URL Inspection tool.

Page audit summary

Item	Complete	Needs work	Notes
Content	■	■	
HTML elements	■	■	
Trust	■	■	
Page experience	■	■	
Machine-readable	■	■	

Source content: "The printable on-page SEO checklist for Indian businesses" from the supplied article. The article recommends copying this checklist into a Google Sheet or printing it and using it for every important page.