

On-Page SEO Optimisation **Template**

A page-by-page template for optimising your website content. Use this for every new page you create and to audit existing pages for maximum search visibility.

36%

OF SEO EXPERTS SAY
TITLE TAGS MATTER MOST

1,890

AVERAGE WORD COUNT
OF PAGE 1 RESULTS

3-5

INTERNAL LINKS
PER PAGE RECOMMENDED

Free

ON-PAGE SEO
TEMPLATE

What Is On-Page SEO?

On-page SEO refers to the optimisation of individual web pages to rank higher and earn more relevant traffic. It includes content, HTML source code, title tags, meta descriptions, headers, images, and internal links. Unlike off-page SEO (backlinks), on-page factors are entirely within your control.

Use this template for **every page on your website**. Print multiple copies or use digitally. Complete the fill-in sections for each target page, then work through the optimisation checklist to ensure nothing is missed.

On-Page Factors That Boost Rankings

- ✓ Unique, keyword-optimised title tags
- ✓ Compelling meta descriptions with CTAs
- ✓ Proper header hierarchy (H1 → H6)
- ✓ Quality content matching search intent
- ✓ Optimised images with alt text
- ✓ Strategic internal linking

On-Page Mistakes That Hurt Rankings

- ✗ Duplicate or missing title tags
- ✗ Keyword stuffing (unnatural density)
- ✗ Missing alt text on images
- ✗ No internal links to/from the page
- ✗ Thin content (under 300 words)
- ✗ Missing schema markup

1 Page Optimisation Template

Complete this template for each page you want to optimise. Fill in the fields, then use as a brief for content creation or updating.

Page URL:

Target Keyword:

Secondary Keywords:

Title Tag (50–60 characters, keyword near the front)

Write your title tag here — include primary keyword, keep under 60 characters

Character count: ____ / 60 Primary keyword included: Yes / No Unique across site: Yes / No

Meta Description (150–160 characters, include CTA)

Write your meta description here — include keyword, value proposition, and call to action

Character count: ____ / 160 CTA included: Yes / No Unique across site: Yes / No

H1 Tag (one per page, contains primary keyword)

Write your H1 heading here

URL Slug (short, descriptive, hyphens between words)

/ your-url-slug-here

Header Hierarchy Plan

H2 (Section 1):

H3 (Sub):

H2 (Section 2):

H3 (Sub):

H2 (Section 3):

H3 (Sub):

H2 (Section 4):

2 Content Optimisation

Optimise your content for both search engines and readers. Quality content that matches search intent is the single most important ranking factor.

Keyword Placement Rules

- Primary keyword appears in the **first 100 words** of the page content
- Primary keyword appears in at least **one H2 heading**
- Keyword is used **naturally throughout** the content (1–2% density, not stuffed)
- Secondary and LSI keywords** are included naturally in body content and subheadings

Content Length Benchmarks

PAGE TYPE	RECOMMENDED LENGTH	NOTES
Homepage	500–1,000 words	Clear value proposition, services overview
Service Page	1,000–2,000 words	Detailed description, benefits, FAQs
Blog Post	1,500–2,500 words	In-depth, comprehensive coverage of topic
Product Page	500–1,000 words	Unique descriptions, specs, reviews
Location Page	800–1,500 words	Unique local content, not duplicated

Readability & Quality

- Flesch-Kincaid readability** score is appropriate for audience (60–70 for general, 30–50 for technical)
- Paragraphs are **short** (2–3 sentences max) with plenty of white space
- Bullet points and numbered lists** break up content for scannability

Internal Linking

- 3–5 contextual internal links** per page to related content
- Anchor text is **descriptive and keyword-relevant** (not “click here” or “read more”)
- Important pages receive **more internal links** from across the site (pillar content strategy)

Image Optimisation

- Image **file names** are descriptive: keyword-relevant-name.webp (not IMG_1234.jpg)
- All images have **descriptive alt text** that includes keywords where natural
- Images are **compressed** and served in WebP format where possible
- Images have **explicit width and height** attributes to prevent layout shift (CLS)

Schema Markup

- Appropriate **schema type** selected: Article, LocalBusiness, Product, FAQ, HowTo, Service
- Schema is **validated** using Google Rich Results Test with no errors

3 Technical On-Page Elements

Technical elements that affect how search engines interpret and display your page in results.

Canonical & Meta Tags

- Canonical URL** is set and points to the preferred version of the page
- Open Graph tags** are configured: og:title, og:description, og:image, og:url
- Twitter Card tags** are configured: twitter:card, twitter:title, twitter:description, twitter:image
- Structured data** (JSON-LD) is implemented and validated

Page Speed Optimisation

- Image compression** applied – all images under 100KB where possible
- Lazy loading** enabled for below-the-fold images and videos
- CSS and JS minified** – no render-blocking resources
- Browser caching** configured for static assets

Mobile Optimisation

- Page is **fully responsive** – content readable without horizontal scrolling on mobile
- Tap targets** (buttons, links) are at least 48px and spaced apart
- Font size** is legible on mobile (minimum 16px base)
- No **intrusive interstitials** (pop-ups that block content on mobile)

! Batch Optimisation Tracker

Use this table to track on-page optimisation progress across multiple pages on your site.

PAGE URL	TARGET KEYWORD	TITLE TAG	STATUS

Priority Matrix

QUICK WINS (THIS WEEK)	MEDIUM EFFORT (THIS MONTH)	MAJOR PROJECTS (QUARTER)

Notes

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Completed by: _____ Date: _____ Next Review: _____

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