

FREE RESOURCE — SEO TEMPLATE

On-Page SEO Optimisation Template

A page-by-page template for optimising every piece of website content. Use this template for every new page you publish and to audit existing pages for maximum search visibility — title tag, meta description, headings, schema, internal links, and Core Web Vitals all in one workflow.

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

7

TEMPLATE
SECTIONS

ON-PAGE SEO

CONTENT OPTIMISATION

TECHNICAL SEO

UK SME

PREPARED FOR

Cloudswitched KnowledgeCloudswitched Ltd.
Library

PREPARED BY

VERSION

2026 Edition

FORMAT

Fillable PDF

01

On-page SEO foundations

On-page SEO is the optimisation of individual web pages to rank higher and earn more relevant traffic. It covers content, HTML source code, title tags, meta descriptions, headers, images, internal links, and schema. Unlike off-page SEO (backlinks), **every on-page factor is fully within your control** — which is why a disciplined per-page workflow consistently outperforms ad-hoc edits.

HOW TO USE THIS TEMPLATE

Print one copy **per target page** on your site, or duplicate this PDF digitally. Complete the fill-in sections in the per-page worksheet first, then work through the content, technical, and performance checklists. Use the batch tracker at the back to keep visibility across the whole site.

On-page ranking factors that move the needle

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 descriptive alt text
- Strategic, contextual internal linking
- Valid schema markup and canonical tags

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 or invalid schema markup
- Slow load times and poor Core Web Vitals

ONE PAGE, ONE PRIMARY KEYWORD

Never target the same primary keyword on multiple pages — Google cannot decide which page to rank and your authority is diluted across both. **One primary keyword maps to exactly one page.** Group related secondary keywords under that same page.

02

Per-page optimisation worksheet

Complete one worksheet per target page. Fill the URL, primary and secondary keywords first — every other field flows from those decisions.

FIELD	VALUE
Page URL	
Primary keyword	
Secondary keywords	
Search intent	

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

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

Meta description (150–160 characters, include CTA)

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

H1 tag (one per page, contains primary keyword)

URL slug (short, descriptive, hyphens between words)

02

Per-page worksheet (continued)

Header hierarchy plan

Sketch the H2 / H3 outline before drafting. Each H2 maps to a sub-topic of the primary keyword; H3s nest under their parent H2.

LEVEL	HEADING TEXT
H2 — section 1	_____
H3 sub	_____
H2 — section 2	_____
H3 sub	_____
H2 — section 3	_____

Image alt text plan

List every image used on the page and the alt text you will assign. Keywords appear only where they describe the image naturally.

IMAGE FILE NAME	ALT TEXT
_____	_____
_____	_____
_____	_____

Internal links plan

Aim for 3–5 contextual internal links per page using descriptive anchor text (not “click here”).

ANCHOR TEXT	DESTINATION URL
_____	_____
_____	_____
_____	_____

03

Content optimisation checklist

Quality content that matches search intent is the single largest ranking factor. Work through each tick before publishing — or use this as an audit checklist for existing pages.

Keyword placement

- ☐ Primary keyword appears in the **first 100 words** of the page.
- ☐ Primary keyword appears in **at least one H2 heading**.
- ☐ Keyword used **naturally throughout** the body (1–2% density, never stuffed).
- ☐ **Secondary and LSI keywords** appear 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 coverage of topic
Product page	500–1,000 words	Unique descriptions, specs, reviews

Readability & image optimisation

- ☐ **Flesch-Kincaid** score matches audience (60–70 general, 30–50 technical).
- ☐ Paragraphs are **short** (2–3 sentences) with generous white space, broken up by bullet points and numbered lists.
- ☐ Image **file names** are descriptive (e.g. `keyword-relevant-name.webp`).
- ☐ All images carry **descriptive alt text**; images **compressed** and served as **WebP**.
- ☐ Images carry explicit **width and height** to prevent layout shift (CLS).

04

Technical on-page elements

The technical layer controls how search engines interpret, attribute, and display your page in the SERP. Each item below is a hard requirement for a fully optimised page.

Canonical & meta tags

- ☐ **Canonical URL** is set and points to the preferred version of the page.
- ☐ **hreflang tags** declared if the page targets multiple languages or regions.
- ☐ **Open Graph** tags configured: `og:title` , `og:description` , `og:image` , `og:url` .
- ☐ **Twitter Card** tags configured: `twitter:card` , `twitter:title` , `twitter:description` , `twitter:image` .
- ☐ **Meta robots** set correctly (`index` , `follow` unless intentionally excluded).

Schema markup

- ☐ Appropriate **schema type** selected: `Article` , `LocalBusiness` , `Product` , `FAQ` , `HowTo` , or `Service` .
- ☐ Schema implemented as **JSON-LD** in the `<head>` .
- ☐ **Validated** using Google Rich Results Test with no errors or warnings.

Indexing & sitemap

- ☐ Page is included in the **XML sitemap** and the sitemap is submitted to Search Console.
- ☐ Page is not blocked in `robots.txt` or by a `noindex` meta tag.
- ☐ URL submitted for indexing via **Google Search Console** after publish.

VALIDATE BEFORE YOU PUBLISH

Run the page through Google's **Rich Results Test** and the **URL Inspection** tool in Search Console before going live. Both surface errors that would otherwise only show up days later in the indexed-pages report.

05

Performance & mobile

Core Web Vitals and mobile usability are direct ranking signals. A technically perfect page that loads slowly on mobile will still under-perform — treat these checks as non-negotiable.

Core Web Vitals targets

< 2.5s LCP LARGEST CONTENTFUL PAINT	< 200ms INP INTERACTION TO NEXT PAINT	< 0.1 CLS CUMULATIVE LAYOUT SHIFT
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Page speed optimisation

- ☐ **Image compression** applied — all images under 100 KB 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 (long max-age on hashed files).
- ☐ **CDN** in front of static assets where audience is distributed.

Mobile optimisation

- ☐ Page is **fully responsive** — content readable without horizontal scrolling.
- ☐ **Tap targets** (buttons, links) at least 48 px and spaced apart.
- ☐ **Font size** legible on mobile (minimum 16 px base).
- ☐ No **intrusive interstitials** (pop-ups blocking content on mobile).
- ☐ Page passes Google's **Mobile Friendly** test.

MEASURE ON REAL DEVICES, NOT JUST LIGHTHOUSE

Lighthouse runs in a controlled lab environment with simulated 4G. Cross-check Core Web Vitals against the **CrUX field data** in Search Console — that is what Google actually uses for ranking decisions.

06

Batch optimisation tracker

Use this table to track on-page optimisation progress across multiple pages. One row per target page — tick the columns as each pillar is complete.

PAGE URL	TARGET KEYWORD	TITLE TAG	STATUS

Priority matrix — sequence the work

Plot every page below into one of three columns. Quick wins come first; major projects need budget and time-boxing.

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

07

Review & sign-off

Close the loop on every optimised page. Capture the issues you found, the changes you shipped, and the date for the next review.

Issues observed

Changes shipped

Tracking KPIs

Organic impressions & CTR — Search Console, weekly trend.

Average position for the primary keyword — Search Console, position tracking.

Organic conversions — goals or events attributed to organic in GA4.

Core Web Vitals — CrUX report (LCP, INP, CLS) per URL.

COMPLETED BY

DATE

NEXT REVIEW

Need expert SEO support?

Our SEO team audits pages, builds content strategies, and ships the technical fixes that drive organic growth for UK businesses.

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