

## On-Page Optimization Template (What to Track)

On-page SEO is where search visibility is won or lost. It's not about tricking Google — it's about sending clear signals that your content is high-quality, relevant, and trustworthy. Use this template to track every critical on-page element, understand why it matters, and keep your pages aligned with best practices.

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### What to Track and Why It Matters

#### 1. URL Structure

- **What to Track:** Short, descriptive, keyword-friendly URLs (e.g., [/ai-seo-strategy](#) instead of [/page?id=12345](#)).
- **Why It Matters:** Clean URLs help both users and search engines understand what a page is about at a glance. They're also more clickable in SERPs.

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#### 2. Title Tag

- **What to Track:** Unique title under 60 characters, primary keyword near the front, compelling enough to earn clicks.
- **Why It Matters:** The title tag is the strongest on-page ranking factor and directly impacts CTR from search results.

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#### 3. Meta Description

- **What to Track:** 150–160 characters, includes primary keyword and a clear value proposition or CTA.
- **Why It Matters:** Meta descriptions don't influence rankings directly but they heavily influence CTR, which is a user engagement signal.

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#### 4. Header Tags (H1, H2, H3)

- **What to Track:** One H1 per page, keyword-rich and descriptive; H2s and H3s structured logically with secondary keywords.
- **Why It Matters:** Headers help search engines parse content hierarchy and improve scannability for readers.

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#### 5. Primary Keyword Placement

- **What to Track:** Keyword appears in URL, title, H1, opening paragraph, and naturally throughout body copy.
- **Why It Matters:** Ensures search engines immediately connect page relevance to the target query.

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## 6. Secondary Keywords & NLP Entities

- **What to Track:** Supporting terms and entities that Google expects in comprehensive content.
- **Why It Matters:** Helps content “speak the same language” as search engines, improving topical authority.

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## 7. Content Depth & Quality

- **What to Track:** Word count benchmarked against top-ranking competitors, inclusion of examples, visuals, FAQs.
- **Why It Matters:** Thin content struggles to rank. Depth, clarity, and originality demonstrate E-E-A-T.

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## 8. Internal Linking

- **What to Track:** At least 2-3 contextual internal links to relevant pages with descriptive anchor text.
- **Why It Matters:** Guides users deeper into your site, distributes authority, and helps search engines crawl efficiently.

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## 9. External Links (Citations)

- **What to Track:** Links to authoritative, relevant sources (studies, news, .gov, .edu).
- **Why It Matters:** Outbound links build trust and credibility by showing you back up claims with data.

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## 10. Images & Multimedia

- **What to Track:** Optimized file size, descriptive alt text, captions where relevant, and schema for videos if embedded.
- **Why It Matters:** Enhances user experience, accessibility, and gives Google more context about page content.

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## 11. Schema Markup

- **What to Track:** FAQ, Article, Product, or How-To schema depending on page type.
- **Why It Matters:** Enables rich snippets in SERPs, improving visibility and CTR.

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## 12. Page Speed & Core Web Vitals

- **What to Track:** Largest Contentful Paint under 2.5s, CLS under 0.1, INP under 200ms.
- **Why It Matters:** Slow or unstable pages frustrate users and are now ranking signals.

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## 13. Mobile Friendliness

- **What to Track:** Responsive design, proper tap target sizing, legible font sizes.
- **Why It Matters:** Google uses mobile-first indexing. A poor mobile experience kills rankings.

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## 14. E-E-A-T Elements

- **What to Track:** Author bio with credentials, updated references, trust signals (testimonials, awards, reviews).
- **Why It Matters:** Expertise, Experience, Authoritativeness, and Trustworthiness are central to Google's Helpful Content guidelines.

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## 15. CTA Placement

- **What to Track:** Clear, compelling calls-to-action above the fold and at natural breakpoints in content.
- **Why It Matters:** SEO is not just about rankings. It's about conversions.

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## On-Page Optimization Tracking Template (Fillable)

Page URL	Primary Keyword	Secondary Keywords	Title Tag (✓/✗)	Meta Description (✓/✗)	H1 Optimized?	Internal Links	External Links	Schema Used	Page Speed Score	Mobile Friendly (Y/N)	E-E-A-T Proof	Next Steps

Fill this sheet for each page to keep your optimization consistent.

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## Why Use This Template?

- Keeps every on-page factor visible and accountable.
- Reduces errors like missing titles or duplicate H1s.
- Helps prioritize fixes across large sites.
- Provides a benchmark to measure improvements after updates.

 **Pro Tip from ScaledOn:** On-page SEO is not “set it and forget it.” Use this template for quarterly audits to maintain rankings and adapt to algorithm changes.