

Optimize like a pro with the latest SEO techniques

On-Page SEO Cheat Sheet 2025

From beginner to Pro



Swipe to Know



Is your website ready for 2025?
On-page SEO is constantly evolving, and staying ahead is crucial

1. Title Tags Optimization

- **Keep under 60 characters to avoid truncation.**
- **Place the primary keyword near the beginning.**
- **Write compelling titles to improve CTR.**

2. Meta Descriptions

- **155–160 characters max for visibility in search results.**
- **Include primary & secondary keywords naturally.**
- **Make it engaging to increase click-through rates.**



Swipe to Know



3. URL Structure

- Keep URLs short, readable, and keyword-rich.
- Avoid special characters, underscores, and dynamic parameters.
- Use hyphens (-) instead of underscores (_) for readability.

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

- H1 should include the primary keyword and be unique per page.
- Use H2-H6 to structure content logically.
- Helps search engines and users understand content hierarchy.

5 Keyword Placement & Optimization

- Primary keyword in first 100 words.
- Naturally distribute keywords without stuffing.
- Use LSI (Latent Semantic Indexing) keywords for context.



Swipe to Know



6 Content Optimization

- **Original, high-quality, and engaging content improves rankings.**
- **Maintain at least 1000+ words for in-depth coverage (where relevant).**
- **Include FAQs and structured content for better UX and ranking.**

7 Image SEO optimization

- **Use descriptive file names (e.g., seo-checklist-2025.jpg).**
- **Add ALT text with primary keywords for accessibility & ranking.**
- **Compress images for faster loading (WebP, AVIF formats recommended).**

8 Internal Linking

- **Link to relevant pages to improve site structure.**
- **Use descriptive anchor text (avoid “click here”).**
- **Distribute link equity across pages for better rankings.**



Swipe to Know



9 External Links (Outbound SEO)

- **Link to authoritative sources for credibility.**
- **Use nofollow for untrusted links or sponsored content.**
- **Avoid excessive outbound links to prevent dilution of authority.**

10 Mobile Friendliness

- **Ensure a responsive design for all devices.**
- **Use Google's Mobile-Friendly Test for compliance.**
- **Optimize for thumb-friendly navigation.**

11 Page Speed & Core Web Vitals

- **Aim for a LCP (Largest Contentful Paint) under 2.5s.**
- **Reduce CLS (Cumulative Layout Shift) for a stable UX.**
- **Optimize FID (First Input Delay) for interactivity.**



Swipe to Know



12 Schema Markup (Structured Data)

- Use FAQ, Breadcrumb, and Product Schema for enhanced SERP features.
- Implement JSON-LD format (Google's preferred method).
- Helps in featured snippets and rich results.

13 E-E-A-T Signals (Experience, Expertise, Authoritativeness, Trustworthiness)

- Display author credentials and bios for content trustworthiness.
- Secure high-quality backlinks from trusted sources.
- Include transparent business details & contact information.



Swipe to Know



14 User Engagement Signals

- **Improve Dwell Time with engaging content.**
- **Reduce Bounce Rate by matching search intent.**
- **Use interactive elements (videos, infographics, polls).**

15 HTTPS & Security

- **Ensure SSL Certificate (HTTPS) is active.**
- **Fix mixed content issues for full HTTPS compliance.**
- **Protect from malware and security vulnerabilities.**



Swipe to Know



16 AI & NLP Optimization

- **Write conversational content for AI-driven search.**
- **Use long-tail and question-based keywords for voice search.**
- **Optimize for Google's BERT & MUM algorithms.**

17 Zero-Click & Featured Snippet Optimization

- **Answer questions concisely in the first paragraph.**
- **Use lists, tables, and bullet points for snippet-friendly content.**
- **Structure content with FAQ schema for PAA (People Also Ask) rankings.**



Swipe to Know



18 Crawlability & Indexability

- **Optimize robots.txt & XML sitemaps for better crawling.**
- **Fix broken links & 404 errors for a smooth experience.**
- **Use canonical tags to prevent duplicate content issues.**

19 Multilingual & International SEO optimization

- **Implement hreflang tags for language-specific pages.**
- **Optimize for local search engines (Baidu, Yandex, etc.).**
- **Ensure cultural and linguistic relevance in content.**



Swipe to Know



20 AI-Generated Content Best Practices

- **Avoid 100% AI-written content without human touch.**
- **Blend AI efficiency with human creativity.**
- **Focus on value-driven, well-researched, and unique content.**

21 AI & Machine Learning Optimization

- **Optimize for Google's SGE (Search Generative Experience).**
- **Structure content for AI-driven summarization in search results.**
- **Use entity-based SEO to align with Google's knowledge graph.**



Swipe to Know



22 Voice Search & Conversational SEO Optimization

- **Use natural language & question-based keywords.**
- **Target featured snippets & FAQ schema for voice assistants.**
- **Write in a conversational tone, mimicking how people speak.**

23 Passage Indexing Optimization

- **Structure content with clear subheadings for deep indexing.**
- **Answer niche and long-tail queries in dedicated sections.**
- **Ensure semantic relevance between paragraphs for context clarity.**



Swipe to Know



24 Crawl Budget Optimization

- **Use server log analysis to track crawl behavior.**
- **Optimize faceted navigation & pagination for efficiency.**
- **Reduce crawl waste by blocking unnecessary pages (robots.txt).**

25 Edge SEO & JavaScript Optimization

- **Optimize JavaScript rendering for Googlebot compatibility.**
- **Use server-side rendering (SSR) or dynamic rendering.**
- **Leverage CDNs for faster delivery & preloading key resources.**



Swipe to Know



Thank you

Save & Share this if you
found it valuable



- Hit LIKE 👍 (It fuels my motivation!)
- Drop a comment with “❤️” if you’re ready to leverage educational content.
- Follow me [Vinay Upadhyay](#) 🔔 – Daily SEO insights to keep you ahead.



Vinay Upadhyay
@digitalvinay

