

2025 On-Page SEO Checklist for School Websites

Page Basics

- [x] Title Tag: Contains school name + location + target keyword (e.g., CBSE, ICSE, etc.)
- [x] Meta Description: Clear, emotional, and includes a call to action (e.g., Apply Now)
- [x] URL Structure: Short, hyphenated, descriptive (e.g., /cbse-admissions-2025-delhi)
- [x] Header Tags: Uses 1 H1 per page + H2s for sections + H3s for sub-sections
- [x] Target Keywords: Appears naturally in H1, first paragraph, and throughout body every 150200 words

Visual & Accessibility

- [x] Images: Compressed WebP (<100 KB), lazy-loaded, mobile-optimized
- [x] Alt Text: Descriptive, keyword-rich, and unique for every image
- [x] Image File Name: Uses SEO naming (e.g., cbse-school-campus-2025.webp)

Content Optimization

- [x] Content Freshness: Updated academic year, dates, programs, and testimonials
- [x] CTAs: Prominent buttons like Apply Now, Download Brochure, Book a Tour
- [x] Internal Links: Links between curriculum admission FAQ contact pages
- [x] External Links: Only to credible, secure (.gov, .edu) sources (optional)
- [x] Readability: Short paragraphs, bullets, checklists, clear formatting

Mobile & Speed Optimization

- [x] Responsive Design: Displays correctly across mobile, tablet, desktop
- [x] Page Speed: Loads under 3 seconds (check via PageSpeed Insights)
- [x] CDN + Caching: Enabled via LiteSpeed + QUIC.cloud or Cloudflare
- [x] Lazy Load: Images load only when needed

Schema & Technical SEO

- [x] Schema Markup: Add LocalBusiness, FAQPage, BreadcrumbList schema
- [x] Sitemap: XML sitemap submitted in Google Search Console
- [x] Robots.txt: Properly allows crawling of important pages

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[x] No Broken Links: Check all links using Screaming Frog or Ahrefs (free version)

[x] Canonical Tags: Used to avoid duplicate content

Local SEO Signals

[x] Google Business Profile (GMB): Fully filled: address, phone, hours, photos, CTA link

[x] NAP Consistency: Name, Address, Phone match across all pages + local listings

[x] Reviews: At least 10+ parent reviews with replies

[x] Location Keywords: City/Area included in titles, H2s, alt text, and body copy

Bonus: Blog Content

[x] Parent Intent Keywords: Topics like Best CBSE school in [City], Admission 2025 near me

[x] FAQ Sections: Answers with FAQPage schema ideal for voice search & snippets

[x] Content Update Cycle: Refresh blogs at least once per quarter