

SEO Checklist for Nepal Websites

25 checks - updated August 2026 - seoexpertinnepal.com/blog/seo-checklist-nepal

On-page SEO checks (items 1-7)

- [] 1. Title tag: primary keyword near the front, under about 60 characters, unique across the site
- [] 2. Meta description: 150-160 characters, keyword included, written as a pitch with a call to action
- [] 3. H1: one per page, containing the primary keyword and matching the page's topic
- [] 4. Heading hierarchy: H2 and H3 nested logically, no skipped levels, descriptive wording
- [] 5. Keyword placement: primary keyword present in seven places - title tag, H1, URL, first 100 words, one H2, image alt text, meta description
- [] 6. Images: descriptive alt text under 125 characters, width and height set, WebP or AVIF format
- [] 7. E-E-A-T signals: author byline with credentials, first-person experience, visible publish and update dates

Content checks (items 8-11)

- [] 8. Search intent: content matches the intent of the target query - study the top five ranking results before writing
- [] 9. Scannability: paragraphs kept to 2-4 sentences, with lists and headings breaking up the page
- [] 10. Freshness: statistics and examples current, outdated sections pruned rather than left to age
- [] 11. Original value: your own data, examples or analysis, something the ranking competitors do not have

Technical SEO checks (items 12-20)

- [] 12. Robots.txt: exists, blocks only admin and staging areas, and declares the XML sitemap
- [] 13. XML sitemap: contains only indexable URLs and is submitted in Google Search Console
- [] 14. Canonical tags: self-referencing on every indexable page, on the HTTPS domain version you chose
- [] 15. No stray noindex: no staging noindex tag left behind after launch - the most common launch-day mistake on Nepal sites
- [] 16. HTTPS: on every page with no mixed content, and 301 redirects from the HTTP version
- [] 17. Core Web Vitals: LCP under 2.5 seconds, INP under 200 milliseconds, CLS under 0.1
- [] 18. Mobile rendering: responsive layout, tap targets at least 48x48 pixels, 16px base font, no horizontal scroll
- [] 19. Schema markup: present and validating - LocalBusiness or Service, BreadcrumbList, Article
- [] 20. Redirects: every 301 resolves in one hop, with no chains or loops anywhere on the site

Links and URL checks (items 21-25)

- [] 21. URL structure: short, lowercase, hyphen-separated, at most 3-4 directory levels deep
- [] 22. Click depth: every important page reachable within three clicks of the homepage
- [] 23. Internal links: no orphan pages, and roughly 3-5 internal links per 1,000 words with descriptive anchor text
- [] 24. Broken links: no internal links pointing to 404s, and a custom 404 page returning a proper 404 status
- [] 25. Hreflang: bilingual Nepali-English sites carry hreflang tags with ne and en codes plus x-default, reciprocal on both versions