



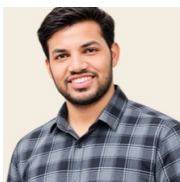
Ritik Namdev

Free Checklist

Page Writing Checklist: 28 Checks Before You Publish

One page that ranks, gets quoted by AI and turns a reader into a customer.
28 checks in the order you write.

28 checks that take a page from idea to publish: the question, the answer, the headings, the proof and the next step. Run it on your next page, then on the page that should be bringing you customers today.



Ritik Namdev

SEO since 2018 · I help founders get customers from Google + AI search
ritiknamdev.com · Updated 2026-10

How to use it

1. Before writing: do group 1.
 2. While writing: groups 2 to 5, in order.
 3. Before publishing: every box in group 6. Read the page out loud once.
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1. Pick one question the page must answer

☐ **The page answers one main question, written down in one sentence.**

A page that tries to answer five things answers none of them well.

☐ **The question comes from a real search, a customer, or People also ask.**

If nobody asks it, nobody searches it.

☐ **You searched it and know which page type wins (guide, list, service page).**

Google shows the page type that matches the intent. Build that type.

☐ **No other page on your site targets the same question.**

Two pages on one question split your effort.

2. Write the two-line direct answer

☐ **The first two lines answer the question plainly.**

Readers want the answer fast. Long intros make them leave.

☐ **The answer makes sense if someone reads only those two lines.**

Hypothesis: AI tools tend to lift short, self-contained answers. Google says no special optimization is needed for AI features, so treat this as good writing, not a trick.

- ☐ **It includes a real number, range or condition where one exists.**
'Most roof repairs cost \$X to \$Y, depending on Z' beats 'it depends'.

- ☐ **No 'In today's world' openers or throat-clearing.**
Nobody talks like that. It reads as filler.
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3. Build headings from real buyer questions

- ☐ **Each H2 is a question or task a buyer actually has.**
Take them from People also ask, related searches and your sales calls.

- ☐ **Each section answers its heading in the first sentence.**
Same rule as the top of the page, at every level.

- ☐ **Headings follow the order a buyer thinks: what, cost, options, how, who.**
Google says headings help users navigate. The order is practical advice.

- ☐ **You cover the 2 or 3 questions the top results miss.**
That's your reason to exist on page one.
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4. Add proof: examples, prices, steps

- ☐ **At least one concrete example with real numbers.**
Proof beats adjectives. 'Fast' means nothing; '48-hour turnaround' does.

- ☐ **A price, price range or what affects price.**
Price is one of the first things buyers search for.

- ☐ **Steps are numbered when order matters.**

Easier to follow, easier to quote.

- ☐ **It's clear who wrote it and why they know this.**

Google's helpful content guide asks: is it self-evident who authored the content?

- ☐ **Facts can be checked, and you link to the source.**

Google's guide asks whether content has easily verified factual errors.

5. The call to action

- ☐ **One main next step, named plainly ('Get a quote in 2 minutes').**

A reader who nods and leaves is a lost customer.

- ☐ **The CTA appears after the answer and again at the end.**

Some decide early, some read everything.

- ☐ **The CTA matches the intent: book for buyers, read-next for learners.**

Asking a learner to buy now usually fails.

- ☐ **Phone, area served or booking link is easy to find on mobile.**

Open the page on your own phone before publishing. If you have to hunt for the number, so will a buyer.

6. The pre-publish check

- ☐ **Title is unique, clear and describes the page.**

Google's SEO Starter Guide: a good title is unique, clear, concise and accurate.

☐ **Meta description is a one- or two-sentence summary.**

Google uses it as a possible snippet.

☐ **URL uses readable words, not random IDs.**

Google says words in URLs help users; they have little ranking effect on their own.

☐ **Images have alt text that describes them.**

Alt text helps search engines understand the image.

☐ **At least 2 internal links in, and links out to related pages with descriptive link text.**

Links help users and Google find the page and understand it.

☐ **No padding. Every paragraph answers something or moves the reader to act.**

Google says it has no preferred word count.

☐ **You read it out loud and it sounds like you.**

If you'd never say it, rewrite it.

Sources

- Google Search Central: Creating helpful, reliable, people-first content — <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
- Google Search Central: SEO Starter Guide — <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- Google Search Central: AI features and your website — <https://developers.google.com/search/docs/appearance/ai-features>
- theStacc — <https://thestacc.com>

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