

SEO Basics

- Set up GSC and Bing Webmaster Tools
- Set up Google Analytics (GA)
- Install and configure an SEO plugin (Wordpress)
- Generate and submit a sitemap to GSC and Bing
- Create a Robots.txt
- Check Webmaster Tools for any manual actions
- Make sure the site is indexed

Keyword Research

- Identify the competitors
- Find the main keywords
- Find long-tail keyword variations
- Create a keyword map
- Analyse the page intent of ranked results
- Make a list of questions being asked
- Check the target keyword difficulty

Technical SEO

- Ensure the site is using HTTPS
- Check for duplicate versions of the site
- Check for crawl errors and fix them
- Improve site speed
- Check for broken internal and external links
- Find and fix HTTP links on HTTPS pages
- Use SEO-friendly URL structure
- Add schema markup
- Check the page depth
- Check for redirects (301 & 302)

On-Site + Content SEO

- Check & fix duplicate or missing title tags
- Check & fix duplicate or missing meta descriptions
- Find & fix multiple H1 tags
- Improve title tags, meta descriptions and page content
- Bildnamen mit Keywords bestücken
- Perform a content audit and prune low performing content
- Add alt tags to images
- Improve internal linking

Check for keyword cannibalisation
Update content to ensure its still relevant

Off-Site SEO

Audit competitor backlinks
Perform link intersect analysis
Find and reach out to unlinked mentions
Look for new link building opportunities
Optimise Google My Business listing (GMB)