

Technical	Priority	Testing Outcome	Effort	Recurrence	Tool
Implement a secure HTTPS protocol/SSL certificate	High		Moderate	One time	https://caddyserver.com/
Ensure responsiveness across devices	High		High	One time	Lighthouse
Check website speed performance	High		High	Monthly	Lighthouse/Pagespeed Insights
Ensure responsiveness across devices	High		Low	One time	
Clean, keyword-optimized and user-friendly URLs	High		Moderate	One time	
Setup Google Search Console	Medium		Low	One time	Google Search Console
Setup Bing Webmaster Tool	Medium		Low	One time	Bing Webmaster Tool
Setup GA4	Medium		Low	One time	Google Analytics
Optimize website's structure and navigation	Medium		Moderate	One time	
Apply schema markup for product visualization	Medium		Low	One time	https://developers.google.com/search/docs/appearance/structured-data/product
Set the preferred version of the site and ensure no duplicate version	Medium		Low	Monthly	https://cognitiveseo.com/site-audit/
Robots.txt Test	Low		Low	One time	https://www.seoptimer.com/robots-txt-checker
Sitemap Test	Low		Low	Monthly	https://toolsaday.com/seo/sitemap-checker
Optimize 404 page	Low		Low	Monthly	https://sanofeld.de/robots-tester/
Monitor toxic backlinks	Low		Low	Monthly	https://moz.com/link-explorer
Install Ahred Webmaster Tool snippet code for free SEO dashboard	Low		Low	One time	https://ahrefs.com/webmaster-tools
Check hreflang (for multiple language websites?)	Low		Moderate	One time	
Detect if uncrawble elements or pages	Low		Low	Monthly	
Content					
Ensure pages include h1	High		Low	Weekly	Page inspection
Ensure pages include unique metatitles	High		Low	Weekly	https://tiny-img.com/tools/meta-title-meta-description/
Ensure pages include unique metadescriptions	High		Low	Weekly	https://tiny-img.com/tools/meta-title-meta-description/
Ensure images have alt attribute	High		Low	Weekly	Page inspection
Ensure footer include nap, imprint, legal pages, sitemap, social network	Medium		Low	One time	Page inspection
Adding breadcrumbs for better navigation	Low		Low	One time	Page inspection
Align with marketing on keywords to use as internal links	Low		Low	One time	
Install SEO Yoast plugin for onpage optimization (titles metatags, headings)	Low		Low	One time	
Off-page					
Analyze competitors backlinks and send list to marketing	Low		Low	Weekly	
Implement Trustpilot widget to leverage product reviews	Low		Low	Weekly	
Disavow toxic backlinks	Low		Moderate	Monthly	
Setup and monitor Social Media Listening	Low		Low	Monthly	
Setup and monitor Brand Tracking Alert	Low		Low	One time	
Check NAP citations	Low		Low	Monthly	
Optimize Google MyBusiness	Low		Low	Monthly	
How did your template perform when tested on the demo website? Is there anything you would change if you had to start over?					
- the checklist was initially prepared for fully functioning websites, a checklist should be adapted to the stage the website actually stands					
- it would have helped to have separate sections on before launch/after launch tasks					
- it could help to further adapt it after internal kickoff once the role of different departments developer vs. marketing dept are clearly defined					