# THE ULTIMATE SEO CHECKLIST

This is the ultimate SEO checklist for website owners. If you are looking for a comprehensive checklist to follow and optimize your website for Google, then this list is for you.

**How to use this checklist?** The best way is to print it and start working through the items one-by-one.

When you do this the first time don’t try and fix things, go through the whole list first and

group items into:

* Completed: You already done this.
* In-review: You need more information about this before making a decision if this is something you need to implement on your website or not.
* Pending: You know that this needs to be done but it’s not completed yet.
* In-Progress: You already started working on this.

Create a plan and specify when you plan to work on all items that are in-review or pending. My recommendation is not to skip any item, even if it seems not so important. When it

comes to SEO, sometimes it’s a lot of small things together that can make a difference in your Google rankings.

***Tip:*** *Everything that is included in the list below (and much more) is explained in detail in* [***The Complete SEO Course***](https://www.reliablesoft.net/products/courses/the-complete-seo-course/?utm_source=checklist&amp;utm_medium=checklist&amp;utm_campaign=checklist)*, so if you are in doubt on how to implement something or want more information, check it out.*

# TECHNICAL SEO CHECKLIST

*Help Google and other search engines find your content*

* Add and verify all your website variations with the Google Search Console
* Check your permalink structure and make your URLS SEO Friendly
* Set your preferred domain in Google Search Console and WordPress
* Install SSL and make sure that your website is https
* Check the ‘Blocked Resources’ report in Google search console and ensure that Search Engines can access all website resources without blockings
* Check ‘Fetch as Google option’ in Search Console
* Check and optimize your ‘robots.txt’ file
* Check WordPress visibility settings
* Check your comment settings and make sure that all comment links are ‘nofollow’
* Optimize your menu and site structure
* Create and optimize an XML Sitemap
* Check for sitemap errors in Google search Console
* Add structured data markup data to your homepage (website + organization, person or local business)
* Add relevant structured data markup to your articles or products
* Test your schema markup implementation using the ‘Google Structured Data Testing Tool’.
* Enable breadcrumb menus on all your posts and pages
* Check that your schema implementation for breadcrumbs is correct
* Check that all your pages define a canonical URL
* Implement hreflang if your website is available in more than one languages
* Use pagination SEO for multi-page posts

# ON-PAGE SEO CHECKLIST

*Help Search engines and users understand your content.*

* Optimize your logo (name, alt text schema and size)
* Optimize the page titles of all website pages including the homepage
* Optimize the meta description tag of all website pages including the homepage
* Check how your website looks when you search for your brand name in Google (search result snippet) and optimize your site structure for sitelinks.
* Check and optimize the H1 tag for all websites pages including the homepage
* Check for proper usage of subheadings (needs to be in a hierarchical structure)
* Revise your internal linking strategy to ensure that they comply to best practices.
* Revise your external linking strategy and give credit to other high quality websites.
* Create content that satisfies the user intent
* Perform keyword research and enrich your content with long tail keywords and LSI keywords.
* Make sure that your target keyword is included in your opening paragraph
* Add text content to accompany non-text content
* Create long-form content
* Beautify your content (formatting and styling) and make it easy to read
* Optimize your images (file size, ALT text, caption below images)
* Create dedicated image sitemap and submit to Google
* Optimize your videos and other multimedia elements (with proper schemas)
* Create dedicated Video sitemap and submit to Google
* Optimize titles / description / content for your category pages
* Review ‘tag’ usage and noindex them if not needed
* Optimize candidate posts for Google’s featured snippets.

# OFF-PAGE SEO CHECKLIST

*Promote your website to get more links and increase your rankings*

* Understand the difference between a good link and a bad link
* Understand the difference between white hat and black hat link building
* Understand the difference between normal links and ‘nofollow’ links
* Learn how to start link building for a new website
* Learn how to do link building for an established website
* Create a list of websites you can potentially get a link
* Understand how to use social media for link building purposes
* Read more about retargeting and how to use this for link building
* Understand how to email other bloggers asking for links (blogger outreach)
* Learn what is the best way to get incoming links from premium websites
* Regularly review your link profile to identify and remove bad links
* Use the Google disavow tool (when necessary) to get rid of bad links from your link profile

# LOCAL SEO CHECKLIST

*Get found for location aware searches and get more people visiting your brick and mortar store.*

* Optimize your logo (include your brand name and location in the alt text)
* Work on your titles, descriptions and URLS and make sure that they include your brand name and business location
* Add NAP (Name, Address, Phone Number) on the home page
* Add NAP (Name, Address, Phone Number) on the rest of the website pages (footer is a good place for this)
* Make sure that NAP information is consistent across all channels (website, Facebook, local directories, Google+, etc.)
* Add a Google map in the contact information page
* Register your company with Google My Business
* Register with Yahoo! Aabaco Small Business
* Use Schema (structured data markup) to give more information about your local business to Google
* Register your website with Bing Places for Business
* Register Your Business with Local directories
* Create a Local business page on Facebook
* Register your business with Yelp for Business Owners
* Register with Foursquare for Business
* Encourage and reply to every single review on all platforms
* Seek mentions (links) from local press
* Get Links from high quality websites
* Optimize your website for mobile
* Start a blog and publish content related to your local area
* Engage on Facebook, Google My Business, Twitter, Pinterest and YouTube

# MOBILE SEO CHECKLIST

*Get your website ready for Google’s ‘Mobile First Index’.*

* Make sure that your website passes the Google mobile friendly test
* Check your mobile speed using Google’s mobile speed test tool.
* Test your mobile website on different resolutions using the Chrome Device Emulator
* Make sure that your URLS, titles, descriptions and content are the same as desktop
* Check ‘Fetch as Google’ (mobile crawler) and ensure that Google can access your mobile pages without any problems
* Avoid using popups on mobile
* Check that your CTA on mobile are visible and easy to access
* Consider adding Accelerated Mobile Pages support for your blog pages
* Add Google Analytics support for AMP
* Add schema support for AMP Pages
* Check your AMP Implementation using the Google Structured Data Testing Tool