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# **SEO Checklist**

Follow this SEO checklist to benefit from the same processes and techniques we use at Backlinko to skyrocket our traffic and provide content our readers love.

| Make your job easier with Semrush. [Sign up for a 14-day free trial  of a Pro subscription](https://backlinko.com/deals/semrush-coupon?utm_source=google_docs&utm_medium=resource&utm_campaign=seo_checklist) to make use of tools like Site Audit,  Position Tracking, and more. |
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| **SEO Basics** | **✓** |
| --- | --- |
| Set up Google Search Console |  |
| Install Bing Webmaster Tools |  |
| Set up Google Analytics |  |
| Install Yoast SEO (WordPress and Shopify) |  |
| Identify your project’s KPIs |  |
| Set up rank tracking |  |
| Get a free Semrush account (or [start a 14-day free trial](https://backlinko.com/deals/semrush-coupon?utm_source=google_docs&utm_medium=resource&utm_campaign=seo_checklist)) |  |

| **Keyword Research** | **✓** |
| --- | --- |
| Identify your target market |  |
| Discover long tail keywords with Google Suggest |  |
| Find keywords with the [Backlinko keyword tool](https://backlinko.com/tools/keyword) |  |
| Tap into online communities |  |
| Identify low competition keywords with [Semrush’s Keyword Magic Tool](https://www.semrush.com/analytics/keywordmagic/) |  |
| Find question keywords |  |
| Conduct a topical authority analysis with [this sheet](https://docs.google.com/spreadsheets/d/1s3WcjXrJQ6deUGYz2uZ_IY2cvZqjtei0kRgfRMaTB6Q/copy) |  |

| **On-Page SEO** | **✓** |
| --- | --- |
| Include your keyword in your URL |  |
| Use short URLs |  |
| Front-load your keyword in your title tag |  |
| Embed title tag modifiers |  |
| Use your keyword within the first 150 words |  |
| Use your target keyword in H1, H2 or H3 tags |  |
| Optimize your images |  |
| Use synonyms and LSI keywords |  |
| Use external links |  |
| Use internal links |  |

| **Content Checklist** | **✓** |
| --- | --- |
| Chunk your content to maximize readability |  |
| Focus on content formats that are working right now |  |
| Think about information gain |  |
| Use multimedia |  |

| **Technical SEO** | **✓** |
| --- | --- |
| Identify crawling and indexing errors |  |
| Find out how Google views your pages in GSC |  |
| Make sure your site is mobile-friendly |  |
| Fix broken links |  |
| Secure your site with HTTPS |  |
| Check your site’s loading speed (Core Web Vitals) |  |
| Use schema markup |  |

| **Link Building** | **✓** |
| --- | --- |
| Contribute expert quotes to media outlets |  |
| Create linkable assets for journalists (digital PR) |  |
| Reverse engineer your competitors’ backlinks |  |
| Become a podcast guest |  |
| Mention influencers in your blog posts |  |

| **Advanced SEO Tips** | **✓** |
| --- | --- |
| Optimize your site for user experience signals |  |
| Delete “dead weight” pages |  |
| Update and relaunch outdated content |  |

I hope you found this SEO checklist helpful! You can see our complete library of 20+ other [marketing templates here](https://backlinko.com/templates/marketing). Including other SEO templates.

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