

# The Ultimate SEO Checklist

## On-Page SEO

- Perform keyword research to find the top keywords.
- Choose one primary keyword for your content.
- Make sure the primary keyword isn't assigned to another piece of content.
- Choose three to five related keywords for your content.
- Create a content plan for your keyword.
- Write a title that includes the primary keyword.
- Wrap the title in an H1 tag.
- Write more than 300 words of body content.
- Write original content.
- Write high-quality content.
- Write for an eighth-grade reading level.
- Add the primary keyword to create a 2-3% keyword density.
- Use each related keyword at least once in the body copy.
- Make your content scannable.
- Wrap subheadings in an H2 tag.
- Use the primary keyword in at least one subheading.
- Use the primary keyword in the first and last paragraph of the content.
- Add relevant internal links using targeted anchor text.
- Add relevant links to high-quality sites.
- Set outbound links to open a new page.
- Add at least one image.
- Add the primary keyword to the image file name.
- Add the primary keyword to the image title.
- Add the primary keyword to the image alt tag.
- Size the image properly.
- Write an SEO-friendly URL that includes the primary keyword.
- Assign relevant tags and categories (if it's a blog post).
- Add an optimized meta title.

- Add an optimized meta description.
- Add structured data markup.
- Add social sharing links.
- Proofread your content.
- Check your work.

## Off-Page SEO

- Create a strategy for attracting backlinks from high-authority websites through digital PR, original research, and guest blogger outreach.
- When possible, include your target keyword for the page in the anchor text of links you earn.
- Disavow links pointing to your site from low-authority websites.
- Link to your website on all social media profiles.
- Set up a Google My Business page.
- Add your website to relevant business directories.
- Make sure all of your NAP (name, address, phone number) entries are consistent.

## Technical SEO

- Create a Google Webmasters account and submit your sitemap.
- Create a Bing Webmasters account and submit your sitemap.
- Properly set up robots.txt.
- Point all domains to the same host.
- Utilize organized and natural site architecture.
- Use a responsive, mobile-friendly design.
- Add an SSL certificate to your site.
- Increase the speed of your website.
- Remove unnecessary site redirects.
- Use canonical tags on duplicate content.
- Fix broken links on your site.
- Track analytics and monitor website activity.