## Do it once

- [ ] Install SEO-friendly theme
- [ ] Plan your website structure
- [ ] Use a descriptive URL structure
- [ ] Install an all-in-one SEO plugin
- [ ] Set up Google Search Console
- [ ] Set up Bing Webmaster Tools
- [ ] Create and submit a sitemap
- [ ] Make sure your site is indexable
- [ ] Add schema markup to your homepage (or 'about' page)
- [ ] Make sure your site is mobile-friendly
- [ ] Make sure you're using HTTPs
- [ ] Make sure your website is accessible at one domain
- [ ] Make sure your site loads fast
- [ ] Install an image compression plugin
- [ ] Get a free Google Business Profile
- [ ] Replicate your competitors' links

## Do it periodically

- [ ] Fix broken pages
- [ ] Refresh declining content
- [ ] Update your Google Business Profile
- [ ] Do a content gap analysis
- [ ] Check for other technical issues

## Do it for every new page

- [ ] Find a primary keyword to target
- [ ] Assess search intent
- [ ] Assess your chances of ranking in Google
- [ ] Research what people want to know
- [ ] Optimize headings and subheadings
- [ ] Hook readers with your intro (blog posts only)
- [ ] Edit your copy for simplicity
- [ ] Link to relevant resources
- [ ] Make it easier to consume with images
- [ ] Optimize your images
- [ ] Set a compelling title tag and meta description
- [ ] Set an SEO-friendly URL slug
- [ ] Add schema markup for rich snippets
- [ ] Add a table of contents (blog posts only)
- [ ] Add internal links to the new page
- [ ] Promote your content with outreach (optional)