

SEO CHECKLIST



BASIC SEO

- ☒ Set Up Google Search Console
- ☒ Set Up Google Analytics
- ☒ Create and submit a sitemap
- ☒ Create Robots.txt



TECHNICAL SEO

- ☒ Plan website structure
- ☒ Check if your site is indexable
- ☒ Check if your site is Crawlable
- ☒ Check if your site loads fast
- ☒ Check if your site is mobile friendly
- ☒ Make sure your website has no duplicate content
- ☒ Use https / SSL for security



KEYWORD RESEARCH

- ☒ Find Primary & Secondary Keyword
- ☒ Find search intent
- ☒ Always what people want to know
- ☒ Analyse chances of ranking



CONTENT

- ☒ Use Short Sentences and Paragraphs
- ☒ Include images in between content
- ☒ Solve readers problem
- ☒ Simple and straight forward
- ☒ Use Subheadings



ON PAGE SEO

- ☒ Use Short descriptive Urls
- ☒ Include interesting title tag with 50-70 characters
- ☒ Include meta description with keywords between 100-160 characters
- ☒ Link to relevant sources
- ☒ Optimize images
- ☒ Add Schema Mark Up
- ☒ Add Internal Links
- ☒ Redirect 301 pages



BACKLINK BUILDING

- ☒ Analyse competitor backlinks
- ☒ Publish guest posts
- ☒ Tell more people about your content
- ☒ Find people linking to internal pages
- ☒ Reclaim Lost Links