



The Ultimate SEO Checklist



Perform Only Once

Perform it Regularly

Perform it When You Publish a New Page

SEO Basic Checklist

- Set Up Your Google Search Console
- Set Up Your Google Analytics
- Install an SEO Plugin
- Create a Robot.txt File
- Submit XML Sitemap

Keyword Research Checklist

- Identify Your Keywords From Competitors
- Determine Your Seed Keywords
- Explore Various Long-Tailed Keywords
- Check Out Suggestions from Google
- Analyze Searcher's Intent from the Page that Rank
- Determine the Right Keywords
- Create a Keyword Map
- Track Your Keyword Ranking

On-Page SEO Checklist

- Optimize All Your Titles
- Optimize Meta Description for Every Page
- Include Your Target Keyword in URL
- Include Keyword in First 150 Words
- Place Keyword in H1, H2 or H3 Tags
- Optimize Your Images
- Use Internal Links
- Add External Links
- Optimize Your Website & Posts for Google Sitelinks
- Optimize Your Posts for Feature Snippet Using Lists

Content Checklist

- Identify the Search Intent
- Focus on Creating In-Depth Content
- Maximize Your Content Readability
- Add a Lot Visual Content
- Update Your Old Content
- Optimize Your Content for E-A-T
- Bonus: Skyscraper Technique

Technical SEO Checklist

- Use HTTPS
- Ensure Your Website is Accessible at One Domain
- Identify and Fix Crawl Errors
- Ensure Your Site Loads Fast
- Check and Optimize Your 404 Page
- Check Your Page Depth
- Fix Broken Internal and External Links
- Add Schema Markup
- Use SEO Friendly URL

Local SEO Checklist

- Set Up Google My Business
- Add NAP Information (*Name, Address & Phone Number*)
- Add Google Maps to Your Contact Page
- Register Your Website with Relevant Directories
- Get More Reviews

Off-Page SEO Checklist

- Analyze Your Competitor's Profile
- Identify Link Intersection
- Check for Unlink Mentions
- Search for Guest Posting
- Guestographics
- Identify Opportunities for Resources Pages Link Building
- Listicle Link Building
- Broken Link Building
- Keep Improving Your Off-Page SEO Strategy

Mobile SEO Checklist

- Run Google Mobile-Friendly Test
- Check Your Mobile Responsiveness
- Identify Pop Up Usage on Mobile
- Check Your Site's Speed on Mobile
- Implementing Schema Structured Data

Want to know more?

[Give Me Steps](#)

