



SEO Checklist

SEO Basics

- ☐ Set up Google Search Console (GSC)
- ☐ Generate and submit a sitemap
- ☐ Set up Google Analytics
- ☐ Conduct keyword research
- ☐ Set up Bing Webmaster Tools
- ☐ Request Site indexing
- ☐ Integrate Google Analytics with website

Technical SEO

- ☐ Leverage 'inspect URL' tool in GSC
- ☐ Ensure your website is mobile friendly
- ☐ Make sure you are using https protocol
- ☐ Find and fix crawl errors
- ☐ Check your site's loading speed
- ☐ Check for duplicate versions of your site
- ☐ Identify and fix any broken links
- ☐ Use an SEO friendly URL structure
- ☐ Check canonical tags
- ☐ Add structured data

On Page & Content

- ☐ Apply unique title tags for each page
- ☐ Apply unique meta descriptions
- ☐ Find and fix multiple H1 tags
- ☐ Update page content and/or add fresh relevant content frequently.
- ☐ Use keywords in content.
- ☐ Apply ALT tags to images
- ☐ Improve readability
- ☐ Create on page hyperlinks

Off Page SEO

- ☐ Set up Google Business Profile
- ☐ Competitor link/keyword analysis
- ☐ Create back links to your site - directory submissions etc