

SEO Checklist

SEO Fundamentals

- Setup Google and Bing properties (GA, GSC, Webmaster)
- Robots.txt file (robots exclusion protocol or standard)
- SEO plugin
- Generate and submit a sitemap

Keyword Research

- Competitive Landscape
- Short-tail vs long-tail keywords
- Questions being asked – what is your audience searching for?
- Keyword difficulty
- Keyword intent (search intent)
- Keyword volume

Technical SEO

- Page experience
- HTTPS
- Site speed
- Broken links
- URL structure
- Structured data
- Temporary redirects/redirect chains and loops

On-Page SEO

- Pillar pages
- Duplicate content (title tags, meta descriptions, H1's)
- Content audit
- Internal linking
- ALT text on images

Off-Page SEO

- Competitive analysis – who are they trying to partner/link with?
- Backlinks
- Google My Business