



Are you following the SEO Checklist?

SEO basics

- ✓ Set up Google SC (GSC) and Bing Webmaster tools
- ✓ Set up & connect Google Analytics
- ✓ Install and setup an SEO management plugin (WordPress)

- ✓ Generate & submit the sitemap
- ✓ Create a Robots.txt file
- ✓ Check Search Console for manual actions
- ✓ Ensure that your website is indexed

SEO basics tools

Google Search Console
Google Analytics
Bing Webmaster Tools
RankMath or Yoast
Dynomapper

Keyword Research

- ✓ Identify your top competitors
- ✓ Complete a keyword gap analysis
- ✓ Identify your "big ticket" keywords
- ✓ Identify long-tail keyword variations

- ✓ Find keywords in question form
- ✓ Analyze purpose in pages that rank
- ✓ Develop a keyword map
- ✓ Prioritize keywords by search volume & difficulty

Keyword Research tools

Google Keyword Research
Google Ads
Topic Research
People Also Ask
Answer The Public

Technical SEO

- ✓ Leverage "Inspect URL" feature in GSC
- ✓ Ensure your website is mobile friendly
- ✓ Review your website's loading speed
- ✓ Ensure your site is using HTTPS
- ✓ Identify & fix crawl errors
- ✓ Check your site's page depth

- ✓ Check for duplicate versions of your website
- ✓ Identify & fix any broken links
- ✓ Utilize SEO-friendly URL structures
- ✓ Identify & address orphaned pages
- ✓ Check your canonical tags
- ✓ Build out structured data

Technical SEO tools

GSC & GA
PageSpeed Insights
GTMetrix
Google's Mobile-Friendly test
Site Audit
Structured Data Markup Helper
Merkle Schema Markup Generator

On-Page & Content

- ✓ Fix duplicated, missing, or truncated title tags
- ✓ Identify & fix duplicate, and missing meta descriptions
- ✓ Locate and fix multiple H1 tags
- ✓ Improve your title & meta tags, and page content

- ✓ Run content audits and edit content
- ✓ Optimize all images for SEO
- ✓ Organize topic based clusters
- ✓ Identify & fix keyword cannibalization
- ✓ Update any outdated content
- ✓ Improve content readability

On-Page & Content tools

Content Audit
Topic Research
SEO Writing Assistant

Off-Page SEO

- ✓ Analyze competitor link profiles
- ✓ Conduct a link intersect analysis
- ✓ Steal any of your competitors' broken backlinks
- ✓ Take advantage of digital PR

- ✓ Utilize Skyscraper technique
- ✓ Turn unlinked mentions into links
- ✓ Set up, optimize & manage Google My Business

Off-Page SEO tools

Backlink Audit Review
Backlink Analytics
Backlink Gap
Link Building tool
HARO
Prowly
Google My Business