

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