SEO CHECKLIST

SEO PLAN

☐ **1. Create an SEO strategy and follow up**
Develop a long-term SEO plan and adjust it based on data and results.

☐ **2. Set up tools**
Use Google Analytics, Search Console, and Morningscore to analyze performance.

☐ **3. Perform competitor analysis**
Examine competitors' keywords and backlinks for improvement opportunities.

ANALYSIS AND MONITORING

☐ **4. Use SEO tools**
Use tools for rank tracking, keyword research, and backlink profile analysis.

☐ **5. Use Google Analytics**
Track traffic, user behavior, and conversions.

☐ **6. Use Google Search Console**
Monitor visibility and find technical issues.

TECHNICAL SEO CHECKLIST

☐ **7. Make sure HTTPS is enabled**
Encrypt your website with HTTPS for better security and SEO.

☐ **8. Test crawlability**
Check if search engines can crawl your pages in Google Search Console.

☐ **9. Submit XML sitemap**
Submit an XML sitemap for proper indexing.

☐ **10. Use and check robots.txt**
Control which pages search engines should crawl and index.

☐ **11. Test site speed**
Site speed is how fast your website loads. It should be under 2 seconds.

☐ **12. Test mobile-friendliness**
Mobile-friendliness means your website works properly on mobile devices.

CONTENT OPTIMIZATION

☐ **13. Create relevant content**
Relevance means your content matches the user's search intent.

☐ **14. Use relevant keywords**
Keywords are the words you optimize for. Use them naturally in the content.

☐ **15. Find relevant keywords**
Keyword research is about finding words with high traffic and low competition.

☐ **16. Update content**
Updating means keeping your content relevant with new information and data.

☐ **17. Create long content**
Long content (over 1,000 words) performs better in search results, but search intent, relevance, and quality content matter more.

ON-PAGE SEO CHECKLIST

☐ **18. Optimize URL structure**
The URL structure is the address of your page. It should be short and descriptive (max 75 characters).

☐ **19. Create precise title tags**
Title tags are the headline on search engines. They should be max 60 characters and relevant and precise.

☐ **20. Create a meta description**
The meta description is a short text in search results. It should be under 160 characters and precise, descriptive, and include a CTA.

☐ **21. Create an H1 tag**
The H1 tag is the page's main heading. There should only be one H1, and it should include the primary keyword.

☐ **22. Create H2 - H6 tags**
H2 - H6 tags are subheadings used to divide content. About 80% should contain your keyword.

☐ **23. Use semantic keywords**
Semantic keywords give context to the main keyword. Use them naturally in the content.

☐ **24. Insert internal links**
Internal links connect pages on your website and improve navigation.

☐ **25. Check for broken links**
Dead links are links that no longer work.

☐ **26. Focus on the first 100 words**
The first 100 words should be informative, well-written, contain keywords, and be precise.

☐ **27. Create longer content**
Content should ideally be over 1,000 words, but quality, relevance, and search intent matter more.

☐ **28. Fix grammar and spelling mistakes**
Grammar should be correct.

☐ **29. Insert images and add alt tags**
Images should have descriptive alt tags. Include relevant keywords for better SEO and accessibility.

☐ **30. Compress images**
Images should be compressed to under 100KB—still maintaining high quality.

☐ **31. Create engaging content**
Create content that keeps users' attention and increases their time on your site.

☐ **32. Insert external links**
External links to authoritative sources increase your website's credibility.

☐ **33. Create a Call-to-Action (CTA)**
A clear CTA encourages users to take action.

☐ **34. Implement caching service**
Implement caching for faster load times and better user experience.

LINK BUILDING

☐ **35. Get quality backlinks**
Backlinks from authoritative sources boost your visibility and SEO.

☐ **36. Steal competitors' backlinks**
Use tools to analyze competitors' backlinks and try to get the same ones.

☐ **37. Look for brand mentions**
Brand mentions are mentions of your brand without links.

☐ **38. Use broken link building**
Find dead links on other sites and offer your content as a replacement.

LOCAL SEO CHECKLIST

☐ **39. Create a Google Business Profile**
Create and optimize your Google business profile for local visibility.

☐ **40. Make sure of NAP consistency**
Make sure that your NAP (Name, Address, Phone number) is consistent across all platforms.

☐ **41. Get local reviews**
Positive reviews improve visibility in local search results.

ADDITIONAL SEO POINTS

☐ **42. Perform SEO audits**
Regular SEO audits help find and fix issues.

☐ **43. Optimize videos**
Optimize videos with relevant titles, descriptions, and tags.

☐ **44. Optimize for voice search**
Optimize content for voice search with natural, conversational keywords.

☐ **45. Optimize your user experience (UX)**
A good user experience is important for SEO, including fast load times and mobile-friendliness.

LLM OPTIMIZATION

☐ **46. Do digital PR**
Build an online reputation through media and mentions to get backlinks.

☐ **47. Build strong backlink profile**
Build a strong backlink profile with links from relevant and authoritative sources.

☐ **48. Do entity research**
Optimize content with entities like brands, people, and places recognized by search engines.

☐ **49. Create a Wikipedia page**
A Wikipedia page can increase your visibility and credibility online.

☐ **50. Use Reddit and UGC**
Engage with platforms like Reddit and Quora.

ADDITIONAL OPTIMIZATION

☐ **51. Perform a Core Web Vitals test**
Core Web Vitals measure the user experience on your website. Use Google's tools.

☐ **52. Optimize internal search**
Optimize your website's search function to make it easier for users to find relevant content.

☐ **53. Create featured snippets**
Featured snippets are highlighted excerpts in Google.

☐ **54. Monitor social signals**
Observe how your content performs on social media.