SEO Checklist

A comprehensive SEO checklist covering on-page, technical, content and off-page optimization.

Setup and foundations

- [ ] Verify your site in Google Search Console and Bing Webmaster Tools.
- [ ] Install and confirm analytics is recording organic traffic.
- [ ] Submit an up-to-date XML sitemap to search engines.
- [ ] Check your robots.txt is not blocking important pages.
- [ ] Confirm the site uses HTTPS with a valid certificate.

Keyword research and intent

- [ ] Build a keyword list around the questions your audience asks.
- [ ] Assign one primary keyword and a few related terms to each page.
- [ ] Match each keyword to the right search intent and page type.
- [ ] Identify keyword gaps your competitors rank for and you do not.
- [ ] Map keywords to pages so two pages do not compete for the same term.

On-page SEO

- [ ] Write a unique, compelling title tag under about 60 characters.
- [ ] Write a meta description that earns clicks and includes the keyword.
- [ ] Use one H1 and a logical heading structure on each page.
- [ ] Place the primary keyword naturally in the title, intro and a heading.
- [ ] Create a short, descriptive, keyword-rich URL slug.
- [ ] Add descriptive alt text to every meaningful image.
- [ ] Add internal links to and from related, relevant pages.

Technical SEO

- [ ] Test and improve Core Web Vitals and page load speed.
- [ ] Confirm the site is mobile-friendly and responsive.
- [ ] Find and fix broken links and redirect chains.
- [ ] Set canonical tags to prevent duplicate content issues.
- [ ] Add relevant structured data, such as article or product schema.
- [ ] Check crawl errors in Search Console and resolve them.

Content quality

- [ ] Ensure each page fully answers the searcher's question.
- [ ] Make content more thorough and useful than the top results.
- [ ] Keep paragraphs short and use lists and subheadings for scanning.
- [ ] Update outdated facts, statistics and screenshots.
- [ ] Add original value such as examples, data or expert insight.

- [ ] Refresh underperforming pages and improve or merge thin content.

Off-page SEO

- [ ] Build links from relevant, reputable websites in your niche.
- [ ] Earn mentions through guest posts, partnerships or original research.
- [ ] Claim and optimize your Google Business Profile if you serve locally.
- [ ] Keep your name, address and phone consistent across directories.
- [ ] Monitor your backlink profile and disavow toxic links if needed.

Track and maintain

- [ ] Track keyword rankings for your priority pages.
- [ ] Monitor organic traffic and clicks in Search Console.
- [ ] Watch for indexing issues and manual actions.
- [ ] Review which pages gain or lose traffic each month.
- [ ] Schedule a recurring audit using this checklist.