

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- ☐ Update outdated facts, statistics and screenshots.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.