The Only SEO Checklist You Will Need

Keyword Research

- [ ] Identify your competitors
- [ ] Find your main 'money' keywords
- [ ] Find long-tail keyword variations
- [ ] Create a keyword map
- [ ] Analyze the intent of pages that rank
- [ ] Identify questions that are being asked
- [ ] Understand how difficult it is to rank for target keywords

Technical SEO

- [ ] Make sure you are using HTTPS
- [ ] Check for duplicate versions of your site
- [ ] Find & fix crawl errors
- [ ] Improve site speed
- [ ] Fix broken internal & outbound links
- [ ] Find and fix HTTP links on HTTPS pages
- [ ] Make it mobile-friendly
- [ ] Use an SEO-friendly URL structure
- [ ] Add structured data
- [ ] Check the page depth
- [ ] Check temporary 302 redirects
- [ ] Find and fix redirect chains & loops

On-Page & Content

- [ ] Fix duplicate, missing & truncated title tags
- [ ] Find & fix duplicate, missing meta descriptions
- [ ] Find and fix multiple H1 tags
- [ ] Improve title & meta tags, and page content
- [ ] Run a content audit and prune content
- [ ] Optimize images (naming, ALT tags, size)
- [ ] Improve internal linking
- [ ] Find & fix keyword cannibalization
- [ ] Find & fix orphaned site pages
- [ ] Is your content up to date?

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