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SEO Checklist

FOR YOUR WEBSITE

Use this SEO checklist to ensure every aspect of your website is optimized for search engines, making it easier for your target audience to find and engage with your content.

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SEO Checklist

What is SEO?

SEO is the practice of optimizing your website to rank higher in search engine results pages (SERPs) to increase the quantity and quality of organic (non-paid) traffic to your site. SEO helps search engines, *like Google, Bing, Yahoo, DuckDuckGo, Brave and others*, understand the content of your website. It also helps AI search tools, like Google AI Overviews, Claude and ChatGPT, find and recommend your business.

What are the benefits of SEO?

Higher rankings on search engines like Google can significantly boost your website's visibility, credibility, and traffic. Additionally, SEO helps attract targeted audiences actively searching for your products or services, leading to higher conversion rates.

Core Components of SEO

On-Page SEO **Off-Page SEO**

Technical SEO **Content SEO** **Local SEO**

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On-Page SEO

	Description	Tool
	Perform *keyword research* to identify what your target audience is searching for.	Google Keyword Planner & Semrush
	Make sure to have a focus keyword per page and include it in the *Title Tag.*	
	Write a *Meta Description,* no longer than 160 characters, about the content on each page.	Rank Math
	Use only one *Heading 1 Tag* per page.	
	Use *Heading 2 to Heading 6 Tags* as needed to divide sections and subsections.	
	Make sure to have *high-quality content* written for your target audience.	
	Use *Alt Text* in every image on your website and make it descriptive.	
	Every image should be *compressed* for smaller size to ensure fast loading.	TinyPNG & Optimizilla
	Make good use of *Internal Linking*; link to related pages within your site.	Rank Math
	Use an easy to understand *Navigation* and *Layout* for better user experience.	
	Add Schema Markup (structured data) so search engines and AI tools understand your business, services and FAQs.	Rank Math

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Off-Page SEO

	Description	Tool
	Make sure to receive high-quality and relevant *Backlinks* to your site for authority and ranking.	
	Social Media shares and engagement can indirectly boost your SEO.	
	Write helpful content for trusted sites in your industry through *Guest Blogging* to build authority and reach new readers.	Semrush
	Earn *Brand Mentions* on trusted sites and in the news. Search engines and AI tools use them to judge your authority.	Featured.com

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Technical SEO

	Description	Tool
	Ensure *fast loading speed* and pass Core Web Vitals (LCP, INP and CLS) for better user experience and ranking.	GTmetrix & PageSpeed Insights
	Optimize your website for *mobile devices*, since Google ranks your site based on its mobile version.	
	Make use of *sitemap.xml* and *robots.txt* so search engines can crawl your site, and submit your sitemap in Google Search Console.	Google Search Console
	Make sure your *URLs* are short and describe the content on the page, without random numbers or dates.	
	Ensure your website has *HTTPS* for security. It is a Google ranking signal and builds visitor trust.	
	Audit your website every so often to make sure links, images and pages are functional.	Screaming Frog & Semrush
	Let AI search tools reach your site: check that robots.txt and your security settings do not block search engine or AI crawlers.	Bing Webmaster Tools

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Content SEO

	Description	Tool
	Monitor website traffic, keyword rankings and user behavior.	Google Analytics & Google Search Console
	Analyze and *optimize your content strategy* based on a few months of data.	
	Regularly update or *refresh your website content* to maintain relevancy.	
	Use *images, videos and other multimedia* to enrich user experience.	
	Write *Blog Posts* that answer the real questions your customers ask, in a clear question and answer format.	Answer the Public
	Show real experience and expertise (E-E-A-T): author bios, real photos, case studies and reviews build trust with Google.	
	Optimize for AI search: give short, direct answers near the top of each page so tools like Google AI Overviews and ChatGPT can quote you.	

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Local SEO

	Description	Tool
	Create a *Google Business Profile* and keep it complete to improve visibility in local searches and Google Maps.	Google Business Profile
	Include *Location-Based Keywords* to attract local traffic to your website.	Google Trends & Semrush
	Encourage customer reviews on multiple platforms like *Google* and *Yelp*, and reply to each one. Reviews impact local search rankings.	
	Make sure to keep all your *contact information up to date*: your business name, address and phone number should match everywhere online.	
	Add a page for each city or service area you serve, with real local details, not copied text.	

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Book a Free Website Audit

Want a second set of eyes on your site? I will review it with you on a 20 minute video call and give you clear, practical fixes you can start on right away.

Free Website Audit

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