

SEO Checklist

Website Launch

- Use HTTPS protocol
- Set one of your domain names as canonical
- Choose an SEO-friendly content management system
- Set up online analytics tools
- Plan your website structure

Keyword Research

- Find your top ranking keywords
- Identify your organic competitors
- Research keywords
- Choose the most profitable keywords
- Map keywords to content

On-Page & Content Optimization

- Rewrite too long or missing titles
- Optimize meta descriptions
- Optimize the main content
- Add optimized images
- Add structured data
- Work on E-A-T

Technical SEO

- Check indexing and crawlability with robots.txt and sitemap
- Set up custom 404 page
- Find technical errors that waste your crawl budget (long redirects, broken links)
- Fix duplicate content
- Check site speed and page experience
- Detect uncrawlable elements
- Check mobile-friendliness

Link-Building & PR Outreach

- Fix spam issues
- Get more backlinks
- Optimize your social media pages
- Identify best-performing posts on social media
- Leverage social media signals with social listening tools

Local SEO

- Track organic search rankings by geolocation
- Complete Google Business Profile
- Implement local schema markup
- Implement hreflang tags to serve the right language version (for global businesses)
- Build local citations
- Run advertising campaigns
- Optimize for relevant platforms (e.g. Amazon, Shopify, YouTube)

SEO KPI tracking

- Track your rankings and visibility
- Track SEO goals for landing pages with Google Analytics
- Improve behavior signals on your site
- Publish cookie policy