



SEO Checklist

This checklist will help you to improve your ranking on search engines.
If you need any help with your SEO, contact us today!

SEO Basics

- Set up Google Search Console
- Set up Bing Webmaster Tools
- Set up Google Analytics
- Install an SEO plugin
- Create and submit a sitemap
- Create a robots.txt file
- Set up Ahrefs Webmaster Tools

Technical SEO

- Plan your website structure
- Make sure your site is crawlable
- Make sure your site is indexable
- Make sure you're using HTTPS
- Make sure your site loads fast
- Make sure your site is mobile-friendly
- Install an image compression plugin
- Fix duplicated content issues
- Fix broken pages
- Make sure your website is accessible at one domain

Keywords

- Find a primary keyword
- Assess search intent
- Assess your chances of ranking
- Research what people want to know

On-page SEO

- Use short, descriptive URLs
- Write a eye-catching title tag
- Write a compelling meta description
- Link to relevant resources
- Optimize your images
- Add schema markup
- Add internal links

Link building (Repeating)

- Reclaim lost links
- Replicate your competitor's links
- Publish guest posts
- Pursue unlinked mentions